

See the things that Santa brought  
More'n what we think he ought  
Things for Mom and Daddy, too,  
'N we hope there's some for you!



# SEARS *Christmas* BOOK

**SEARS, ROEBUCK AND CO.**

CHICAGO • PHILADELPHIA • BOSTON • MINNEAPOLIS • KANSAS CITY  
ATLANTA • MEMPHIS • DALLAS • LOS ANGELES • SEATTLE

[WishbookWeb.com](http://WishbookWeb.com)



### Warm Wool Knit Gloves

Ⓐ Luxury soft, wool yarns, firmly knit. Long gauntlet cuffs. Brushed surface. Seamless and fully shrunk. Rainbow stripes. Colors: Navy, Red and Brown. Sizes for women and misses. State size and color. Shipping weight, 3 ounces.  
 33 V 3478—Women's ..... 55c  
 33 V 3748—Misses' ..... 49c  
 Sizes, 5 to 14 yrs.

### Comfy "Magic" Slippers

Ⓓ Wear them around the house, in bed, for traveling. They're 50% ribbed knit wool, warm as toast, cozy as can be. Already boxed. Colors: Lavender, Rose or Powder Blue. Sizes: Small for shoe sizes up to 3½. Large for shoe sizes 6 and larger. State size and color.  
 29 V 8099—Shpg. wt., Pr., 4 oz. .... 50c

### Dress Up Your Gifts!

3 V 5575—Sears De Luxe Assortment. 39 sheets tissue, decorated and bright Red, Green and White; 75 ft. tying cord; 66 ft. cellophane and tinsel ribbon; 100 cards, tags, seals; 25 metallic seals. 49c  
 3 V 5587—Economy Assortment. 195 pieces; 150 ft. tinsel cord; 140 cards, tags and seals; 27 sheets assorted tissue; 25 metallic seals. 29c  
 Shipping weight, 12 ounces.

### 5-Piece Du Pont Set

Ⓑ A \$1.50 Value! A really delightful gift that costs you surprisingly little! Genuine Du Pont pyralin composition-filled set. Good quality mirror (about 13½ in. long), brush and comb, in rayon lined gift box. Colors: Rose, Green or Blue with contrasting color decorations. State color. Shipping weight, 2 pounds.  
 8 V 9717—3-Piece Set, ..... 98c

### All Wool Shoulderette

Ⓔ So Christmasy, yet costs little. Lovely all wool worsted—in a pretty fancy knit. Ribbon ties. Wear it around the house, under a coat, as a warm bed jacket. One generous size. Colors: Pink, Lavender or Light Blue. State color. Shpg. wt., 7 oz.  
 29 V 8053—Each, ..... 89c

### "Rainbow" Scarf!

Ⓒ The gay hand painted colors glow with a richer gleam on the satin striped texture. Lovely weighted silk crepe, tubular and reversible. Beautiful multi-colors go with every costume. A lovely gift for "her" at a low price. Size, 41x8½ in. Self fringed ends. PREDOMINATING COLORS: Red, Royal Blue or Brown. State color. Shipping weight, 5 ounces.  
 18 V 4346—Each, ..... 95c

### Mello-Glo Gift Set

Ⓒ A "Just-Right" gift sure to please almost any woman or girl! A smart \$2.00 value Mello-Glo set in a charming lined gift box containing full \$1.00 size box of Mello-Glo Facial-tone Face Powder, and two 50c size bottles of delightful perfumes—"Daytime" for street wear, and "Evening" for social occasions. Shipping weight, 1 pound.  
 8 V 9761—Complete Set, ..... 79c

### Lovely New House Coat

Ⓕ Attractive wide wale cotton corduroy. Wide flare... puff sleeves... bag covered buttons. Colors: Rose, Copen or Medium Green. Sizes: 30, 32, 34, 36, 38 and 40-in. bust. State bust measure and color wanted. Length about 57 in. Shipping weight, 2 pounds.  
 27 V 1701—Each, ..... \$4.98

### Bunny Set for Kiddies

Ⓖ A Christmas box of fun and warm cheer that's sure to rate first place in any youngster's heart! Bunny slippers and doggy of downy natural color lambkin—nothing could be softer, nothing so light, yet so cozy. Warm, practical and oh—so cunning! Soft soles on slippers. BABIES' AND TOYS' SIZES: 3, 4, 5, 6, 7, 8, 9, 10. Wide width. State size. Shipping wt., 11 oz.  
 15 V 90943—Pair, ..... 89c

✓ GET OUT YOUR BIG SEARS-ROEBUCK CATALOG AND SA



### Stylish Watches for Women

Seven Jewels—\$8.50 to \$10.50 values! Little "lovelies" that make stunning gifts. Popular rectangular style with matching link bracelet or modern round style with dainty black silk cord band. Fully guaranteed imported Swiss movements. Chromium or 10-K yellow rolled gold plate cases. With perspiration-proof backs. Dials have black numerals and hands. In gift box. Shipping weight, 9 ounces.

Round Style	Rectangular Style
4 V 383—Chromium.. \$5.95	4 V 381—Chromium.. \$5.95
4 V 384—Yellow Gold 7.95	4 V 382—Yellow Gold 7.95



### Men's and Boys' Watches

Seven Jewels—\$8.50 to \$10.50 values! You can't go wrong in picking one of these for "him"—they've got a dash of style—sturdy construction—and guaranteed Swiss movements for satisfaction! Embossed cases in chromium plate or 10-K yellow rolled gold plate. Perspiration-proof backs. Dials have black numerals and hands. In gift box. Shipping weight, 9 ounces.

Chromium Case	Yellow Gold Case
Black Leather Strap	Tan Pigskin Strap
4 V 1275—\$5.95	4 V 1276—\$7.95



### Watch, Knife and Chain Set

A \$1.50 Value! Popular 14-size nickel plated Ingraham pocket watch with 12-in. chain and embossed chromium plated knife. Watch has reliable 30-hour movement, unbreakable crystal, and easy-to-read black numeral dial. In gift box. Shipping weight, 8 ounces. \$1.00

4 V 1738—Complete Set.....

### Men's Mufflers

(M) State color. Shpg. wt., 10 oz. Each... 79c  
Weighted Silk Crepe  
Colors: White, Navy Blue, Maroon, Gray or Tan.  
33 V 9527—Plain Colors  
33 V 9528—Plaids  
All Zephyr Wool  
Colors: Blue, Gray, Maroon or Brown. Made in Poland.  
33 V 9529—Plaid Patterns

### 5-Fold Neckties

(K) Silk with Bemberg. Wool lined. Boxed. Shpg. wt. 3 oz. ASSORTED PATTERNS: (1) Figures. (2) Satin Brocades. (3) Satin Stripes. Colors: Navy Blue, Maroon, or Brown. PLAIN Colors: (4) Navy, Maroon, Gray, Brown, Black, Green. State pattern and color.  
33 V 8415—Each..... 85c

### Men's Flannel Robe

(L) St. Moritz wool flannel. Double shawl collar. Set-in sleeves. 3 pockets. Flannel sash with rayon fringe. Double breasted. Gift box. Colors: Royal and Navy, Brown and Tan, or Maroon and Red. EVEN SIZES: 34 to 48-in. chest. State size and color. Shpg. wt., 2 lbs. 9 oz. \$5.75  
33 V 7495—Each...

### Kidskin Leather Romeo

(P) Steel arch support. Elastic side gore. Padded insole. Oak-tanned leather sole. Colors: Black or Brown. MEN'S HALF SIZES: 6 to 10½; also 11 and 12. Wide width. State size and color. Shpg. wt., 1 lb. 10 oz. \$1.00  
67 V 3954—Pair...

### New Valencia Ware

(T) New—Different—Delightful! 22 pcs. thick, heavy weight American semi-porcelain in new Spanish peasant colors. One each color, as shown, cups, saucers, cereal dishes, salad and dinner plates. Vegetable dish and round platter included. Set table with contrasting colors. Shipping weight, 16 lbs. \$3.98  
35 V 4321—22 Pcs.

### Spats for Style

(N) Colors: Dk. Oxford Gray, Gray and Tan. State color. MEN'S SIZES: 6, 7, 8, 9, 10. Order same size as shoe. Shpg. wt., 8 oz. 76 V 9002—Fine 59c  
All Wool Felt.....  
76 V 9031—Wool Felt 79c  
Leather Binding.....

### Women's O'Nite Case

(S) A gift she'll really like! Grayish brown woven duck, maroon and gold stripes; Pyroxylin coated. 3-ply veneer basswood box. Rayon lining. 3 body pockets. Cowhide bound edges, handle. Brass locks. 18, 21 or 24-inch sizes. State size. See matching pieces in Sears Big Catalog. Shpg. wt., 8 lbs. \$5.98  
6 V 9490.....

### Belt-Buckle Set

(J) Here's one he'll appreciate! Giant Grip sterling silver buckle with initial handsomely hand engraved. Styles may vary. Black bridle cowhide belt. Gift box. A \$2.00 value. Sizes: 30 to 44. State size and initial. Shpg. wt. 11 oz. \$1.00  
4 V 5445—Set...

### Ombre Blankets

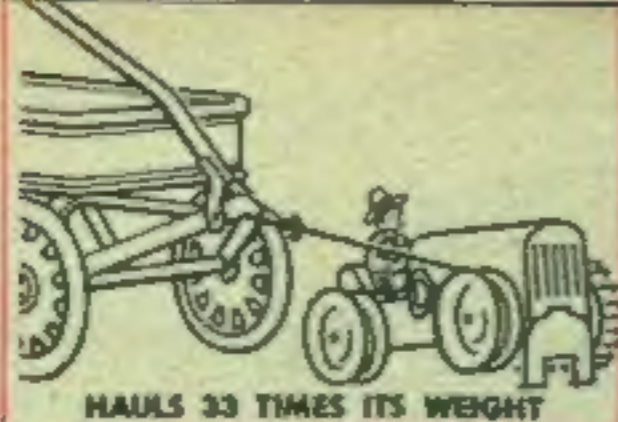
(R) 72x84 In. Wt., 3 Lbs. China cotton; rayon taffeta binding. Shpg. wt., 3 lbs. 4 oz. Indian Design  
Colors: Red, Blue or Green. State color.  
24 V 7242—Ea.... \$2.79  
Novelty Block Design.  
Colors: Rose, Blue, Green, Orchid or Brown. State color.  
24 V 7241  
Each..... \$2.79

ON THOUSANDS OF OTHER PRACTICAL GIFTS

Copy: WishbookWeb.com



LIFTS ITS OWN WEIGHT

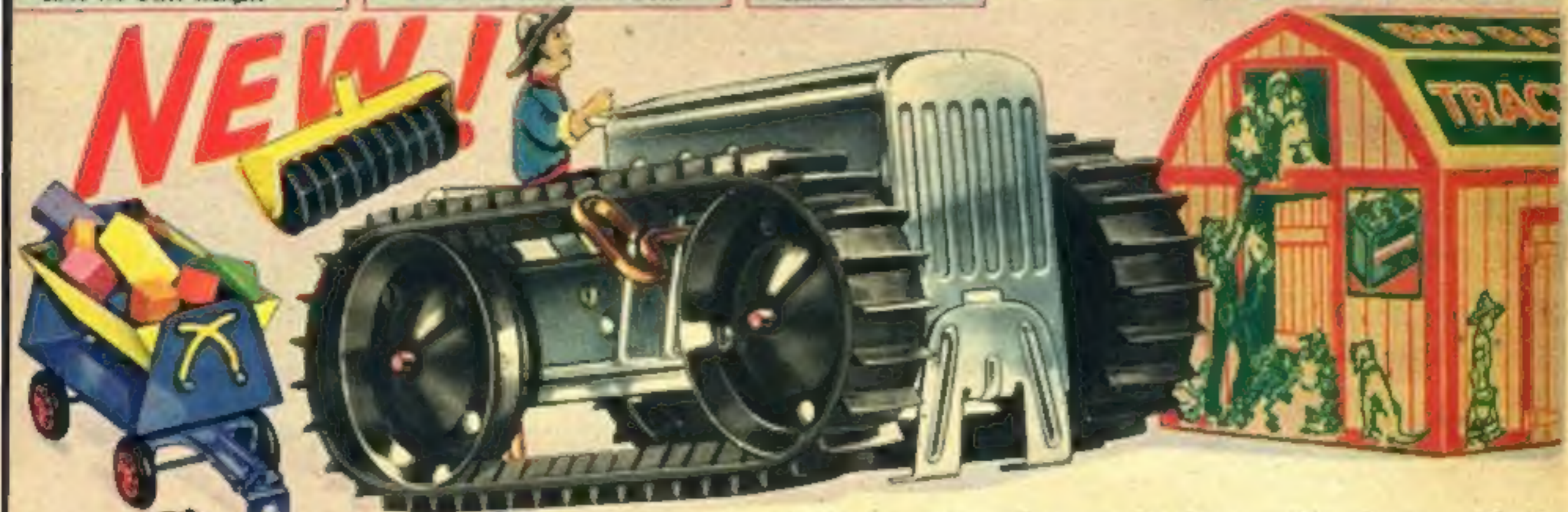


HAULS 33 TIMES ITS WEIGHT



CLIMBS 40° GRADE

# ALL 4 STAR FEATURES



## NOW Your Tractor Is Also a Big Power Plant ... Over 32 Wonderful Play Places in All

- New Power House Tractor and Jack Block.
- New Colorful 13-inch Hip Roof Barn.
- 10 1/2-inch Sturdy Steel Dump Truck.
- 8-inch Steel Dump Gravel Trailer.
- 8-in. Steel Derrick.
- Bag of Wood Blocks.
- 18-in. Logging Chain.
- Disc Harrow, Road Scraper, Pulley Cord.

Regular \$2.75 Value  
 Marx' aluminum-over-steel case, climbing tractor easily becomes a power plant like Dad's big tractor. Wind the powerful, speed controlled clockwork motor, detach rubber treads from front wheels, jack up with block, attach pulley cord to "power" wheel, release brake. With derrick attached it pulls and lifts heavy objects. Load up Dump Truck or Dump Gravel Trailer. Attach Disc Harrow or the Road Scraper. Tractor will run about 14 feet with one winding. Packed in sturdy box, easily set up as 12x11x10 1/2-in. barn. Assorted color accessories.  
**49 V 5870—Over 32 Play Places. Shpg. wt., 6 lbs. \$1.79**

**\$1.79**



Pound-a-Peg Set



Bench



Hammer and Nail Set



Play Table

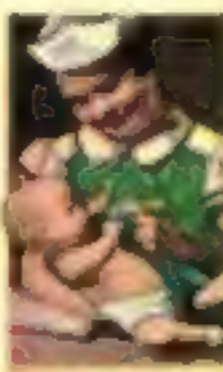
## New! 3-in-1 Play Table Set Regular \$1.75 Value

**98c**

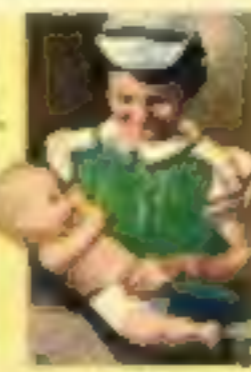
- Pound-A-Peg Set.
- Hammer and Nail Set.
- Regular Play Table and Bench.

Table alone sells for \$1.00. Youngsters quickly learn to create new designs either by pounding the 40 colored pegs into the holes of separate panel 11x6 in. or nailing down the 30 colored wood pieces on the sturdy built-in Masonite table top with metal frame and red wooden legs. 28 in. long, 12 in. wide, 18 1/2 in. high. Red wood bench, 12x5x9 1/2 in. high. Wood mallet, nails, design sheets included. Shipping weight, 7 pounds.

**79 V 3694..... 98c**



She Drinks



She Wets



She Sleeps

## First Under \$1.59 to Sleep and Wet

**69c**

This famous "Bottletot" also cries, drinks her bottle, wets and after her change goes to sleep. Made by American Character Doll Co. Velvety, pink, soft, flesh-like rubber. Rust-resisting eyes and voice. Loves a bath. Moving head, inside jointed, arms and legs. 18 1/2 in. tall. Diaper, nursery bottle included. Shipping weight, 1 pound 6 ounces.

**49 V 2928..... 69c**



Open Back



Sun Parlor

Living Room

Dining Room

Bedroom

Bedroom

Kitchen

Bathroom

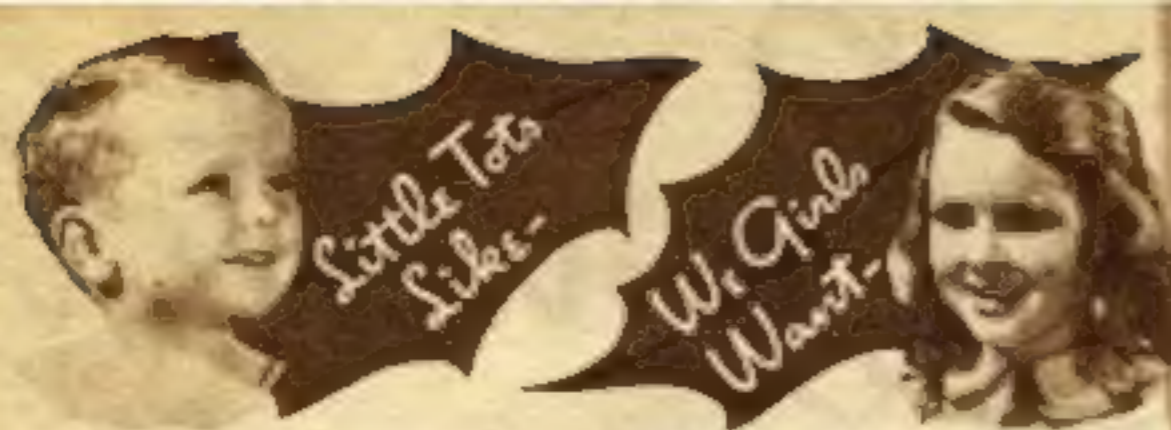
## New! 63-Pc. 7-Room, 29 1/2-In. Colonial Type House ... Built to Sell for \$1.25

First time, a 29 1/2-inch doll house of heavy wood pulp board (far stronger and more rigid than cardboard), for less than \$1.50. New lock and tuck feature, which makes it easy to assemble.

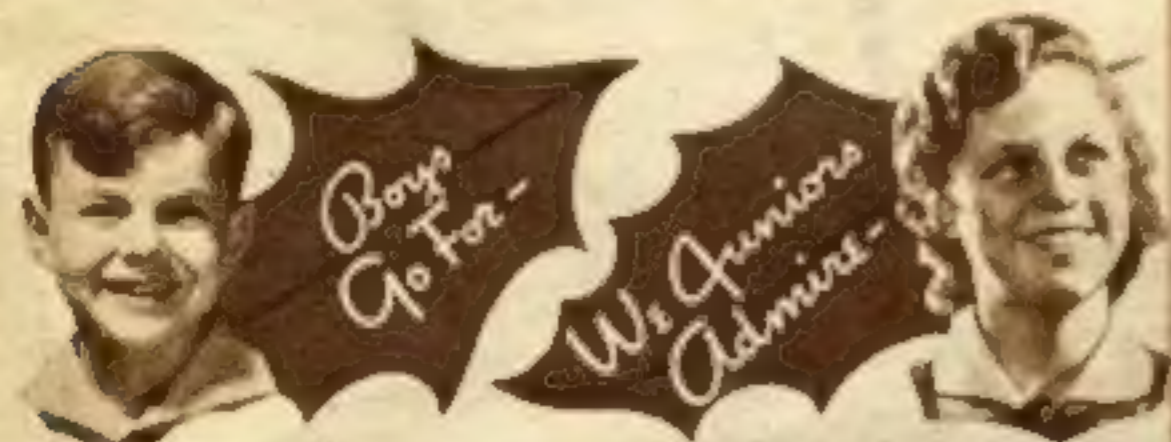
**69c**

No cutting, pasting, nails or screws needed. The house little girls have dreamed about. 29 1/2x16x16 in. with the quaintest front entrance, and front porch off the sun parlor (both with doors), and offset kitchen at other end—an entirely new design. Tile effect roof. Stone trim. Attractive green shutters and flower pots printed on windows. Stairway and fireplace. Rugs in every room, just like home. 7 rooms completely furnished with bright color furniture. 4-pc. living room suite, settee, 3 1/2 in. long. 6-pc. dining room. 6-pc. kitchen. 2, 5-pc. bedrooms. 4-pc. sun parlor. 4-pc. bathroom. 28 other pieces, lamp, pictures, shrubs, etc.

**49 V 2130—Shipping weight, 3 pounds 12 ounces..... 69c**



ABC Blocks . . . . .	22	Christmas Stockings	18, 105
Animals . . . . .	22-27	Dishes . . . . .	17, 18
Balls . . . . .	23	Dolls . . . . .	4, 6-13
Balloons . . . . .	23	Doll Beds . . . . .	15
Pedal Bikes . . . . .	25	Doll Buggies . . . . .	14
Rocking Horses . . .	24, 25	Doll Clothes . . . . .	10
Shoo-Flies . . . . .	24	Doll Houses . . . . .	4
Silver Sets . . . . .	94	Furniture . . . . .	15
Strollers . . . . .	24	Manicure Sets . . . . .	18
Teddy Bears . . . . .	23, 24	Sewing Machines . . .	16
Toys . . . . .	22-25	Toy Chests . . . . .	14



Athletic Goods . . .	30, 37	Bedroom Slippers . .	68, 69
Autos . . . . .	32	Diaries . . . . .	98
Bicycles . . . . .	31	Fountain Pens . . . .	93, 97
Building Toys	42, 43, 46-48	Games . . . . .	54-56
Farm Toys . 4, 26, 27, 42		Globes . . . . .	98
Hobby Toys . . . . .	44-47	Handkerchiefs . . . .	76
Mechanical Toys . 4, 19-21		Lingerie . . . . .	74, 75, 77
Skates, Skis, Sleds	28, 36, 37	Musical Instruments .	96
Trains . . . . .	51-53	Scarfs . . . . .	2, 63, 77
Velocipedes . . . . .	28, 29	Sweaters . . . . .	75
Wagons . . . . .	35	Watches . . . . .	3, 88-91



Bags and Kerchiefs	76, 77	Bathrobes . . . . .	2, 63
Bedroom Slippers	2, 68, 69	Furnishings . . . . .	62-67
Hosiery . . . . .	78, 79	House Slippers . 5, 66, 67	
Jewelry . . . . .	3, 88-92	Smokers' Supplies . .	84, 93
Toilet Goods	2, 86, 87, 93	Watches . . . . .	3, 88-91

**AND HERE, THINGS THE ENTIRE FAMILY CAN ENJOY ALL YEAR 'ROUND**

Blankets . . . . .	3, 71	Motor Robes . . . . .	70
Books . . . . .	98, 99	Radios . . . . .	57-59
Cameras . . . . .	95	Silverware . . . . .	94
Electrical Appliances .	61	Typewriters . . . . .	97

# SEARS NEW, LOW EASY PAYMENT TERMS

**At Sears the Easy Payment Carrying Charge Is Figured on the Unpaid Balance Only**

People with regular income will find it easier than ever to buy on Sears Easy Payment Terms. At Sears the larger the deposit you send with your order the less you pay in carrying charges and the more you save. You pay no carrying charge on the amount you send with your order; it is deducted first and the charge for credit is based on the UNPAID BALANCE ONLY!

From this Christmas Book, you can buy Bicycles, Radios, Vacuum Cleaners, Watches, Diamond Rings, Silverware, Movie Cameras, Typewriters, and Musical Instruments on our Easy Payment Plan. See Page 1A of Our Big General Catalog for complete list of everything you can buy on Sears Easy Terms.

## How to Order on Sears New Easy Terms

Select any of the merchandise listed on Page 1A of Our Big General Catalog, as many different items as you wish, from this Christmas Book, or any other current Sears Catalog. The cash prices of your selections must total \$20.00 or more. Add up the cash prices, deduct the amount you send as a deposit, then find the carrying charge and the amount of monthly payments in the Payment Table below. Refer to Deposit Table for least amount to send with your order. Of course, the more you send with your order, the less carrying charge you pay.

Write your order (it must total \$20.00 or more) on the Easy Payment Order Blank bound in this catalog, answer the simple questions asked there, enclose it with your deposit, and mail it to us. Just as soon as your credit has been established your order will be shipped. You then pay the small amount monthly and almost before you realize it your account will be all paid.

## Figure Your Credit Terms This Easy Way

### DEPOSIT TABLE

Shows least amount to send with order

If Cash Price of Your Order Amounts to:	All You Need to Send With Order Is
\$20.00 to \$30.00	\$3.00
30.01 to 40.00	4.00
40.01 to 60.00	5.00
60.01 to 70.00	6.00
70.01 to 80.00	7.00
80.01 to 90.00	8.00
90.01 to 100.00	9.00
100.01 to 125.00	10.00
125.01 to 150.00	12.50
150.01 to 175.00	15.00
175.01 to 200.00	17.50

\* This column shows the smallest amount we can accept with your order. However, since the carrying charge and payments (see PAYMENT TABLE at right) are figured on the balance after subtracting deposit, it is to your advantage to send as large a deposit with your order as you conveniently can.

### PAYMENT TABLE

Shows carrying charge and monthly payment

If Cash Price Less Deposit (Unpaid Balance) Amounts to	We Will Add for Easy Pay to	Amount Payable Monthly
UP to \$15.00	\$1.50	\$3.00
\$15.01 to 20.00	2.00	3.00
20.01 to 25.00	2.50	4.00
25.01 to 30.00	3.00	5.00
30.01 to 35.00	3.50	5.00
35.01 to 40.00	4.00	5.00
40.01 to 50.00	4.50	5.00
50.01 to 60.00	5.00	6.00
60.01 to 70.00	6.50	7.00
70.01 to 80.00	7.50	7.00
80.01 to 90.00	8.50	8.00
90.01 to 100.00	9.50	9.00
100.01 to 110.00	10.00	9.00
110.01 to 120.00	11.00	10.00
120.01 to 130.00	12.00	10.00
130.01 to 140.00	13.00	11.00
140.01 to 150.00	14.00	11.00
150.01 to 160.00	15.00	11.00
160.01 to 170.00	16.00	12.00
170.01 to 180.00	17.00	12.00
180.01 to 190.00	18.00	13.00

**WRITE FOR TERMS ON PURCHASES OVER \$200.00**

# AMAZING NEW Botteltot

**NOW CRIES, DRINKS  
WETS AND SLEEPS**

MADE BY  
AMERICAN  
CHARACTER  
DOLL CO., INC.

**\$1.89**

10½-in. Botteltot  
in 17-Piece Kit



## Has Features of Dolls Selling for 25% More

Last year she cried, drank her bottle and wet her diaper, but now she does all that and goes to sleep, too—and she costs no more! These new features will further endear her to the little girls of America. In fact her chubby, velvety, flesh-like pink, true-flesh rubber body and dainty head are so human looking and her actions are so natural, so much like a real baby, that you will almost think that you have a real "new-comer" in your home.

### She'll Be 1937's Most Adored Rubber Baby

And how she loves a bath! Water won't hurt her—won't spoil her pretty wistful sleeping eyes or crying voice—because they're rust-resisting. Push her into the tub—scrub her with soap and water—powder her with talcum to keep her dainty and sweet. She turns and moves her pretty inside jointed head, arms and legs. Botteltot has a PROTECTING TUBE preventing water from leaking out through arms, legs, or mouth. She is heavy molded rubber—always more uniform in thickness than cheaper, thinner, blown rubber dolls usually offered.

### New 10½-Inch Botteltot in 17-Piece "O'Nite" Travel Kit

Deep hemmed, white, lace trimmed organdy dress; white lace trimmed organdy bonnet; slip, 2 extra diapers, 4 safety pins, 4 wood clothespins, rubber sheet, sponge, soap, wash cloth, nursing bottle, nipple. New style, nickel trimmed, cardboard "O'Nite" Travel Kit, 10½x10½x4 in. Snap lock. **\$1.89**

New 10½-Inch Botteltot with 16-Pc. Layette—\$1.49 Value  
49 V 3524—Shpg. wt., 2 lbs. . . . **89c**

### New 14½-Inch Botteltot in 23-Piece "O'Nite" Travel Kit

All of the dainty little pieces mentioned at left with 49V3510, plus extra graduated nursing bottle complete with nipple; extra diaper, warming bag, and booties. Packed in smart new style, nickel trimmed, attractive, cardboard "O'Nite" Travel Kit, measuring 14½x14½x4½ inch. Snap lock.

49V3511—Shpg. wt., 4 lbs. 3 oz. **\$3.98**

New 14½-Inch Botteltot with Bottle, Nipple and Diaper.

49 V 2929—Shpg. wt., 2 lbs. 8 oz. **\$1.98**



## Again Sears Offer the Only Doll of Her Kind in the World

She does everything every other doll does—then smiles, pouts, and puckers, too. No wonder she became one of the most popular dolls overnight. Just imagine, she cries softly for her bottle, happily drinks it—then wets her diaper—and after her change closes her dreamy, glass-like eyes in restful

### 10½-In. Marvel-Tot, 20-Pc. Kit

Mercerized cotton shirt, diaper. White organdy, lacy dress, ribbon tied bonnet to match. Slip, 2 extra diapers, safety pins, clothespins, sponge, rubber sheet, soap, wash cloth, booties, nursing bottle, nipple. Nickel trimmed, cardboard, O'Nite Travel Kit, 10¼x10¼x4¼ in., snap lock.

49 V 3501—Shipping weight, 2 lbs. 10 oz. .... \$2.98

sleep. Just turn her head and watch her pout impishly, smile cheerfully, or pucker her lips teasingly. She's velvety soft, flesh-like and chubby—with complexion and body that has the feel of a real baby's rose petal skin. Made by the American Character Doll Co., Inc.

### 12½-In. Marvel-Tot, 24-Pc. Kit

Think of it! All of 49 V 3501 contents plus extra graduated nursing bottle, nipple, diaper, warming bag in new nickel trimmed, cardboard, O'Nite Travel Kit, 12½x12½x4¼ in., with snap lock.

49 V 3502—Shpg. wt. 3 lbs. 10 oz. .... \$4.98

**\$2.98**  
10½-In.  
20-Piece  
Kit

### Marvel-Tot Doll Only

Attractively dressed in mercerized cotton shirt and diaper. Complete with bottle and nipple.

10½-Inch Size	12½-Inch Size
Shpg. wt., 1 lb. 8 oz.	Shpg. wt., 2 lbs.
49 V 2933 \$1.98	49 V 2934 \$2.98

## NEW Betsy wetsy

NO FINER RUBBER BABIES AT ANY PRICE

Arms, legs and head held by strong rubber instead of metal springs that rust.

**\$4.98**  
12½ inch

### She's Rubber and Loves a Bath

Her beautiful head, unbreakable Identite (hard rubber), has pretty moulded hair. Sleeping eyes, real lashes. Lacy dress, bonnet, slip. Socks, booties, 3 diapers, shirt, bottle, nipple, safety pins, clothes pins, powder puff, sponge, washcloth, soap.

**12½-Inch Bent Leg Doll With 21-Piece Layette**  
In wood frame, 3-drawer chest, 13½x8¾x9¾ in. .... **\$4.98**  
49 V 3520—Shpg. wt., 6 lbs. 3 oz. ....

**14½-Inch Bent Leg Doll With 23-Piece Layette**  
In hinged cover, "Airplane" O'Nite Kit. Can of talcum and baby hugging. Striped case, 16½x10½x5½ in. .... **\$4.98**  
49 V 3519—Shpg. wt., 5 lbs. 8 oz. ....

**12-Inch Straight Leg Doll With 21-Piece Layette**  
Hinged cover, "Airplane" O'Nite Kit. Striped case, with travel labels, lock. 14½x11½x3½ in. Shpg. wt., 3 lbs. .... **\$2.98**  
49 V 3518.....

**SEARS** **PAGE 7**

# The Season's Smartest

"I Cry" Stylish "Fur Coat"  
"I Sleep" Doll-Cute "Scotty"

at Over 1/2 Savings

**\$1.49**  
16-inch

"Fur ensembles are the thing," say stylists. And don't you think this proud little lady doesn't know it! Isn't she smart? With her stylish, snug fitting, "Persian Lamb" effect cotton plush ensemble and her pert little "Scotty," Cossack style coat, hat, muff, and dog of same material.

Human hair ringlets in profusion are sewed firmly to a cloth foundation. She looks out at you with go-to-sleep eyes, swept by long lashes as her mouth smiles just enough to show pearly teeth and little pink tongue. Some times she cries. Head, arms and legs are composition—body stuffed with soft cotton. Arms are inside jointed the better way. She also wears the prettiest printed dress—undies, socks and shoes.

The matching "Scotty" (worth 50c) looks keenly ahead out of glass-like eyes—with his silky nose and mouth, realistically alert. He is held under control by a red patent leather leash. Three snappy ensemble sizes with matching "Scotties."

Cat. No.	Size	Shpg. Wt.	Price
49 V 3063	15-inch	1 lb.	\$1.49
49 V 3064	17-inch	1 lb. 12 oz.	1.98
49 V 3065	19-inch	2 lbs. 4 oz.	2.98

"I Cry"  
"I Stand Alone"

In the Snow . . . She Will Go!

"Wheel! Isn't it fun? I don't feel cold a bit in my new ski suit!" Little wonder, young lady, for your zipper blouse, ski pants and cap 12 1/2-inch are made of warm, snug narrow wale corduroy. From top to toe, a lady of fashion! Socks and shoes, too. Full composition body with head that tilts and turns, real sleeping eyes, long real lashes, open mouth, tiny tongue and teeth.

12 1/2-inch Size	16-inch Size
Shpg. wt., 1 lb. 8 oz.	Shpg. wt., 2 lbs.
49V3256 . . . 98c	49V3257 . . \$1.98

**98c**

VERY SPECIAL!!

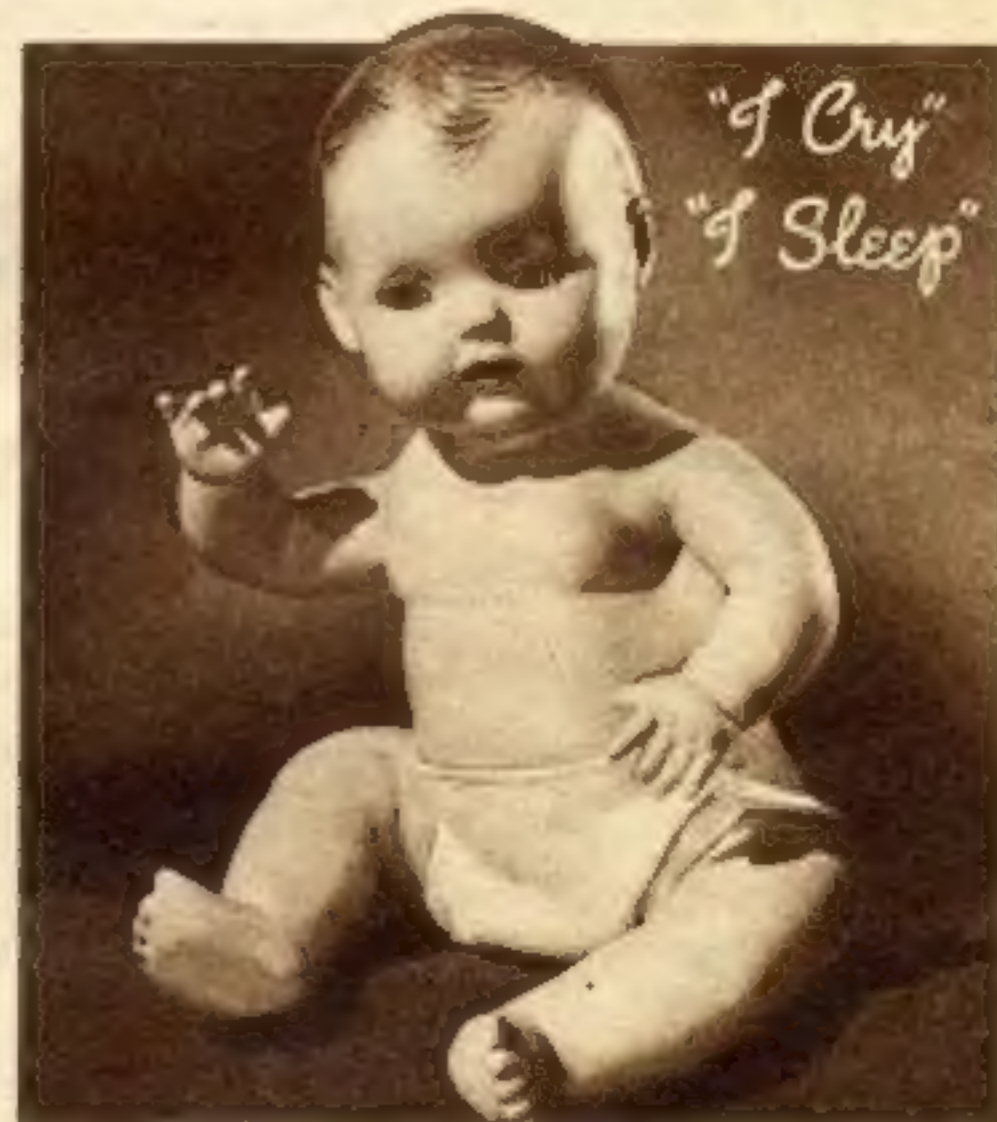
"My Dolly" With Beautiful Layette as Shown  
Half the Usual Price of Doll Alone

Meet this 14-inch "My Dolly", cuddlesome creation of Miller Rubber Co. who treat their fine rubber dolls with a "Rub-X" finish that leaves the "skin" smooth and seals the "pores" against dirt. If she should fall out of your arms right on her "Millie" (hard rubber) head, don't worry—it's hard to break. And how she loves a bath! Bathe her often—even covering her head with water. Pretty lustrous sleeping eyes are bright and sparkling, with long lashes.

She is accompanied by the nicest layette, consisting of lace trimmed, pleated organdy dress; lace trimmed, silk ribbon tied organdy bonnet. Slip, booties, diaper and safety pins. Shipping weight, 3 pounds 3 ounces.

49 V 2916 . . . \$1.49

**\$1.49**



"Toodlums" Now Greatly Improved . . . But Costs No More

Exceptional Value . . . Usually Sells for \$1.50

Unbreakable all rubber "Toodlums" NOW cries as well as sleeps; rubber costs more, yet you can still buy her for last year's price. Pay no more than you would for dolls with rubber bodies, composition heads and no voices; or for breakable all composition dolls. "Toodlums" is such a soft, huggable little tyke . . . pink, flesh-like rubber. Inside jointed legs, arms. Rust-resisting eyes.

49 V 2915—12 1/2 in. Tall. Shpg. wt., 1 lb. 11 oz. 98c

**98c**

# America's No. 1 DOLL VALUES

EASILY WORTH \$1.50 TO \$2.00

Your Choice

95¢



## Big, Yet Beautiful . . . Prettily Dressed, Too

You'll rub your eyes when you read the price tag—you'll say it can't be true. But it is! Only by ordering carloads early in the year, when prices were lower, could we get such utterly lovely, extra large dolls to sell for less than \$1.00. We'll leave it to your good judgment! Where else could you duplicate these amazing quality features?

1. Beautiful—unbelievably big, sleeping dolls, of fine quality materials.
2. More correctly proportioned than the usual low priced dolls even though larger, because better parts are used.
3. Big, wistful, sleeping eyes. Long lustrous lashes. (49V3016 has no lashes.)
4. Soft crying voices. (49V3017 has no voice.) Rosebud mouth; tongue, pearly teeth.
5. New, full out dresses, smartly styled by our famous stylist, Anne Williams.
6. Jaunty bonnets and undies in matching colors—very attractive.
7. Sprayed, waterproofed, pink tinted enameled composition head, arms, legs.
8. Prettier and better features—more life-like faces than found in most dolls selling for \$1.50 to \$2.00.

"I'm So Proud of My 'Furry' Outfit!"

(A) First time a 17-in. composition doll with "furry" plush ensemble, all these features has been sold for so low a price. Pretty white soft, cotton plush, Cossack style hat, coat, muff. Organdy frock. Undies, cotton socks, imitation leather shoes. Dainty mouth, teeth, tongue. Sleeping eyes, long lashes. Turning, tilting head. Long slim legs, inside jointed arms. Shpg. wt., 1 lb. 10 oz. 49 V 3017..... 95c

"Mama Says I'm Very Big for My Age"

(B) We'll say she's the biggest value in the doll line. 20 in. tall and pretty, too! Modeled curly hair is painted to look real. She has go-to-sleep eyes. Chubby arms and legs are curved and dimpled and inside jointed (the better way). Dainty lace trimmed organdy dress. Silk ribbon tied bonnet. Slip, rubber panties, white socks, shoes. Shipping weight, 2 pounds 4 ounces. 49 V 3114..... 95c

"Big, Why I'm 19 Inches Tall!"

(C) Such quality, daintiness, beauty! She's hard to match at \$1.50 or even \$2.00. Beautiful long curl mohair wig (sewed on, not pasted). Go-to-sleep eyes. Cry voice. Dainty printed ruffled organdy dress. Double ruffle organdy bonnet, ribbon tied. White undies, socks and shoes. Her long graceful legs and inside jointed arms are composition. Shipping weight, 2 lbs. 49 V 3016..... 95c



### Dainty All-Composition Dolls

Real bargain! Hard-to-break composition turning, tilting heads, inside jointed arms and legs, sprayed enamel finish with winsome expressions in painted eyes. Shipping weight, each, 12 ounces.

#### 9½-In. Baby Doll

Adorable. Printed, dotted, lacy organdy dress; bonnet, diaper, socks. 49 V 3446..25c

#### 9½-In. Topsy Doll

Brown color. Three cute pigtales; ribbon bow ties, colorful garments. 49 V 3445..25c

#### 11½-In. Girl

Stands alone. Cute, lacy, print dress, hair bow, socks, shoes. 49 V 3444..25c

### Two Exceptionally Attractive Values

In Spite of Increasing Prices We Again Bring You Money-Saving Values

#### New 14½-In. Composition Sleeping Girl

Stands alone. Hard-to-break composition. Moving eyes. Cute turning, tilting head. Full length, inside jointed arms; inside jointed legs. Dainty, floral swiss, dotted, braid trimmed organdy dress, organdy bow on dark sprayed hair. Undies, cotton socks and shoes. Shipping weight, 1 pound 4 ounces. 49 V 3460.....49c

#### 14-In. Crying, Sleeping Baby

Cotton stuffed body. Composition, inside washer jointed arms composition head and legs. Deep hemmed, pleated, lace trimmed organdy dress, ribbon tied organdy bonnet. Undies, cotton socks, shoes. Shipping weight, 1 pound 8 ounces. 49 V 3463.....49c

### For Tiny Tots

Just right for baby's first doll! Because they are soft and cuddly Baby can sleep with them. 98c Each

#### "Little Boy Blue" Doll

13-inch rayon plush, kapok stuffed. This doll almost brings to life the "Little Boy Blue" of nursery rhyme fame. Soft, fluffy with pretty, sanitary, painted face. Shpg. wt., 5 oz. 49 V 3107.....98c

#### 18-Inch Cloth Doll

Sanitary, rubberized, easy-to-wash pretty painted face. So big, she's a regular playmate. Body is soft and covered with bright colorful "Pepperel" print material. Shipping weight, 14 oz. 49 V 3108.....98c

Regular  
\$3.00 Value!  
27 Inches Tall

\$1.98

• All composition. 27 inches tall. Big, lovely, standing, well dressed, all hard-to-break composition doll at a new low price.

So daintily dressed she's hard to resist. Organdy dress with organdy pointed collar, elastic puffed sleeves, matching bonnet. Undies. Cotton socks; tied imitation leather, buckle shoes. Inside jointed, turning tilting head. Wistful, sleeping eyes, long lashes. Dainty rosebud mouth, pearly teeth, little pink tongue. Mohair wig. (Cannot be combed or brushed.) Inside jointed composition arms (the better kind). Full length inside jointed composition slim legs. Shipping weight, 5 pounds.

79 V 3330...\$1.98



#### Special 22-Piece Layette for Dolly 98c

Lace trimmed organdy dress. Ribbon tied bonnet. Cap, slip, coat, rubber panties, stomach band, bound diaper, safety pins, socks, booties, blanket, washcloth, towel, sponge, soap, nursing bottle, bib, pillow, pillow cover, powder and sheet. Surprisingly low priced! Fits 10½ to 19½-In. Dolls. State Height. Shipping weight, 1 pound. 49 V 3544.....98c

#### 9-Piece Layette for Baby Dolls 39c And Up

A quality outfit for rubber or composition baby dolls. Consists of lace trimmed organdy dress, lacy bonnet, lacy slip. Canton flannel coat. Canton flannel diaper, all edges finished. Stomach band, socks, booties, safety pins. Shipping weight, 11 ounces.

#### Fits Dolls

49 V 3538—10½ to 11½ in..39c  
49 V 3540—12 to 14½ in...49c



#### 3 Pretty Dresses 89c And Up

Three extra dresses for Dolly's wardrobe. Pretty printed morning dress "for play." Dainty, lawn afternoon dress for "dress-up." Crisp organdy evening dress for that important party. Shpg. wt., 5 oz.

#### Fits Dolls

49 V 3512—14 to 16½ in..\$0.89  
49 V 3513—17 to 19½ in.. .98  
49 V 3514—20 to 23½ in. 1.09  
49 V 3515—24 to 26 in. 1.19



#### 2-Pc. Sweater Sets 49c And Up

Your Dolly needs this stunning two-piece outfit when you take her "bye-bye." Blue sweater with white rolled collar, yarn ornament and knitted beret with yarn pompon to match. Shpg. wt., 6 oz.

#### Fits Dolls

49 V 3504—13 to 14½ in..49c  
49 V 3507—15 to 17½ in..59c  
49 V 3508—18 to 19 in...69c  
49 V 3509—20 to 22½ in..79c



## We'll tell the World --- She's a Bargain

**26 INCHES OF REAL BEAUTY!**

• Only \$3 to \$3.50 babies  
have such de luxe features!

Go ahead—shake your head! We don't blame you one bit for wondering how such a breath-taking, human looking, exquisitely dressed baby doll can be sold for so little money. We've never seen its equal! She's not just one of the usual "25 or 26-in." or "Big as a 6-month old baby" dolls with extra long, out of proportion bodies and too small head, arms and legs. She really is 26 inches tall and properly proportioned. She has big appealing sleeping eyes with long, real lashes, and can cry. Her "skin" is double sprayed and expertly flesh tinted to give it that beautiful human finish.

The perfect baby face has mouth open just enough to show tiny pearly teeth that gladden and a little pink tongue. She can turn her pretty baby size head, hold up her full length arms, for they are inside jointed (the better way), sit up straight, or lie down. So soft and cuddly that you'll just love to hold her tight and feel her big arms cling to you—just like a real baby. She's dressed in a lovely full cut, ruffled organdy dress, trimmed with finest quality lace, with lace trimmed bonnet to match, combination undies, rubber panties, socks and booties. Shipping weight, 3 pounds.

79 V 3150

\$1.98

**\$1.98**



### Beautiful Baby in Real Blanket Coat

Up to now a 24-inch baby of this type and quality sold for \$3.00 to \$3.50. Now you save about half at Sears! Bonnet with ruching insert, ribbon ties, and ruffle trimming complete this beautiful ensemble. Lace trimmed organdy dress. Nainsook undies, rubber panties, white cotton socks and tied moccasins. Soft cotton stuffed body, hard-to-break composition turning head, tied legs and arms. Big lustrous, sleeping eyes with real lashes, open rosebud mouth, tiny tongue and pearly teeth.

24-Inch Size—Blanket Cloth Coat and Bonnet

Shipping weight, 3 lbs. 9 oz.  
49 V 3147...\$1.98

16-Inch Baby, Pique Coat and Bonnet, Otherwise as above

Shipping weight, 1 lb. 9 oz.  
49 V 3144...\$1.88

**\$1.98**



### Beautiful De Luxe Baby Dolls

Here's loveliness de luxe for those who prefer quality to size. Exquisitely molded head, arms, and legs "rose petals" pink double sprayed hard to break composition—highly tinted. So real, so cuddly! Head tilts saucily. Big appealing, glass-like eyes go to sleep, long lashes, rosebud mouth, teeth and tongue. Full length inside jointed arms (the better kind) inside tied legs. Ruffy, uraneye ensemble. Lace trimmed collar, poke style bonnet, silk streamers; undies, rubber panties, rayon socks, imitation leather booties.

14-Inch Size  
Shipping wt., 2 lbs.  
49 V 3141...\$1.49

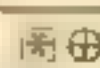
24-Inch Size  
Shipping wt., 3 lbs.  
49 V 3142...\$1.98

26-Inch Size  
Shipping wt., 5 lbs.  
79 V 3141...\$2.98

**\$1.49**

REFER TO SEARS BIG CATALOG FOR MORE DETAILS

SEARS



PAGE 311



**JANE WITHERS' DOLLS—1937's BIG HIT!**

**NEW!**

**Alexander Sensation**

The lovable limp of the movie created a laughing, adorable human looking doll. Head turns and tilts. Soft combination brown ringlets and bangs. Mohair wig. Go-to-sleep eyes. Curly lashes. Teeth and tiny tongue (49 V 3350 has closed mouth, no teeth or tongue). De Luxe composition inside jointed arms, long slim legs. Lace trimmed dress, cute hat with saucy, turned up brim, lace undies, rayon socks, snap buckle shoes. The prettiest doll of the year "Gold plated" name pin and Jane Withers' photo included.

**\$2.25**  
13 1/2-in.

13 1/2-in.	15-in.	17-in.	20-in.
49 V 3350	49 V 3351	49 V 3352	49 V 3353
Shpg. wt., 1 lb. 4 oz.	Shpg. wt., 1 lb. 12 oz.	Shpg. wt., 2 lbs.	Shpg. wt., 2 lbs. 8 oz.
<b>\$2.25</b>	<b>\$2.69</b>	<b>\$3.59</b>	<b>\$4.59</b>

**New Dionne Quints NOW WITH VOICES**

Every little girl has wanted a Dionne quint that could say "Mama" as well as sleep. Here it is, larger, more real, more charming than ever, and they stand up like they did last year, too. Go-to-sleep eyes, curly dark brown hair, tied with silk ribbon rosette and bandeau. Soft cotton stuffed bodies made of hard to break composition. Pink tinted head, arms, and legs.

**\$2.98**  
13-in.

Mama voice. (49 V 3070 has crying voice). Organdy lace, front shirred, trimmed dress. Organdy undies, two tone rayon socks, snap buckle shoes. "Gold plated" name pin, Quint booklet. Incl. Order by name, Yvonne, Marie, Cecile, Emilie, Annette.

13-Inch Quint	17-Inch Quint	20-Inch Quint
Shpg. wt., 1 lb. 12 oz.	Shpg. wt., 2 lbs. 4 oz.	Shipping wt., 3 lbs.
49 V 3070	49 V 3071	49 V 3072
Each <b>\$2.98</b>	Each <b>\$3.98</b>	Each <b>\$4.98</b>



**Not Only Long Lasting, but Beautiful**

She's hard rubber (Paratex) which won't chip, crack or peel, is not affected by water. Made by American Character Doll Co., Inc. Sleeping eyes, long lashes, turning tilting head, inside jointed arms and legs. Stands alone. Human hair wig sewed on cloth foundation, tied with silk ribbon bows. Celanese dress, wide ruffles, ribbon rosette. Lace trimmed undies, socks, snap buckle shoes.

**\$2.98**  
15-in.

15-Inch Size	19-Inch Size
49 V 2880	49 V 2881
Shpg. wt., 1 lb. 8 oz.	Shpg. wt., 3 lbs.
<b>\$2.98</b>	<b>\$4.98</b>

**For Shirley Temple Dolls, See Sears Big Catalog**



**Our Darling "Pig Tails"**

Fine imported human hair ringlet wig. Grass-like, sleeping eyes, long lashes, cry voice. Full long thin legs and inside jointed arms, of composition. Rich celanese dress, close fitting black velvet bodice. Edged collar, elastic puffed sleeves. Complete with cute undies, lace slip, rayon socks and shoes.

**\$2.98**  
18-in.

16-Inch Size	24-Inch Size
Shpg. wt., 2 lbs.	Shpg. wt., 4 lbs.
49 V 3038	49 V 3043
<b>\$2.98</b>	<b>\$4.98</b>

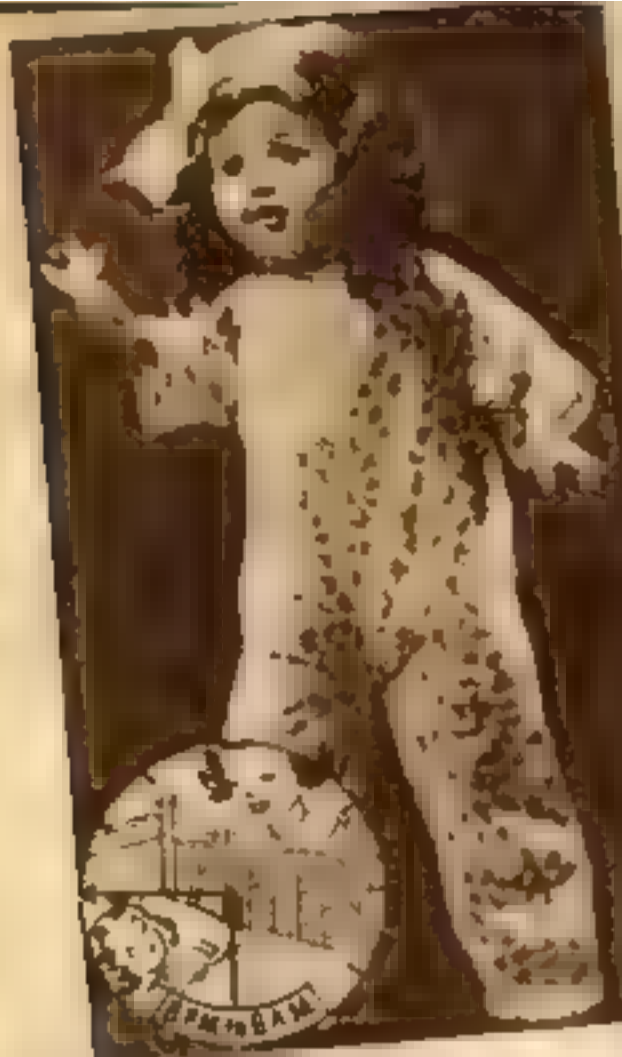


**Greatly Improved for 1937**

Grasp around waist from back, she steps along, head turning automatically. Human hair wig with 6 long curls. Big wistful, glass like eyes, that sleep—long lashes. Hard to break composition legs, inside jointed arms. She sits or stands. Lustrous, celanese taffeta pleated dress, lace undies. Socks, shoes.

**\$2.98**  
18-in.

16-Inch Size	20-Inch Size
Shpg. wt., 1 lb. 8 oz.	Shpg. wt., 2 lbs. 8 oz.
49 V 3396	49 V 3398
<b>\$2.98</b>	<b>\$4.98</b>



**"This 'Round the Clock'  
FOUR-COSTUME OUTFIT  
Will Be Tops for 1937, Why the  
Doll Alone Is Worth \$2"—Anne Williams**

**8 P.M. to 3 A.M.**  
Crazy and warm.  
She'll love these  
soft cotton flannel  
pajamas, so smart  
looking and snug on  
cold winter nights.

**3 A.M. to 12 Noon**  
Princess or mermaid  
ing dress with ruffle  
lace trimmed around  
by Tom Peter Pan  
color. White unders,  
cotton socks, shoes.

**12 Noon to 4 P.M.**  
For strolling or  
shopping. Stylish  
printed pique coat  
short tap to match.  
Such be the hit of  
the avenue.

**4 P.M. to 8 P.M.**  
Crisp organly party  
dress. Contrasting  
ruffle and trim. Silk  
ribbon and organly  
bonnet. The sweet  
cut outfit of all.

**Beautiful, 21-Inch Doll and 4 Stunning Outfits Described Above**

Soft human hair curls. Pretty wistful sleeping eyes, long curly lashes,  
dainty rosebud mouth, white pearly teeth and little pink tongue. Finest full  
length composition legs. Inside washer jointed full length arms, the better  
kind, double sprayed, pastel pink tinted composition.

**49 V 3069 Doll and 4-Costume Outfit Shpg. wt., 2 lbs. 8 oz.**

**\$1.98**

**FOUR STAR  
FEATURE**

**More Real Hair Dolls in Sears Big Catalog**



**22-Inches—Real Hair Curls**

Others ask up to \$3.58.  
Smartly styled with remov-  
able floral organly coat and  
hat. Adorable dream like out-  
fit coat hat, dress and ties.  
Extra long real human hair curls on full  
foundation sewed wig. Finest, double sprayed,  
pastel tinted jointed composition  
arms, legs. Soft cotton stuffed body, expres-  
sive, big glass-like sleeping eyes, long curly  
lashes. Rayon socks, buckle leather shoes.

**49 V 3054—Shpg. wt., 3 lbs. \$1.98**

**\$1.98**



**25-In. Vision in Organdy**

Regularly \$3.58 for this  
quality. Unusual not only  
because she's big, but she's  
also dressed in the loveliest  
print organly dress with  
jaunty hat to match. Six long human hair  
curls fall over her pretty shoulders. Big  
wistful sleeping eyes, real lashes. Hard to  
break composition head, arms and legs with  
soft cuddly, scaled body. Combination  
undies, socks and white buckle shoes.

**79 V 3053—Shpg. wt., 4 lbs. \$1.98**

**\$1.98**



**SHE'S  
28 INCHES  
TALL**

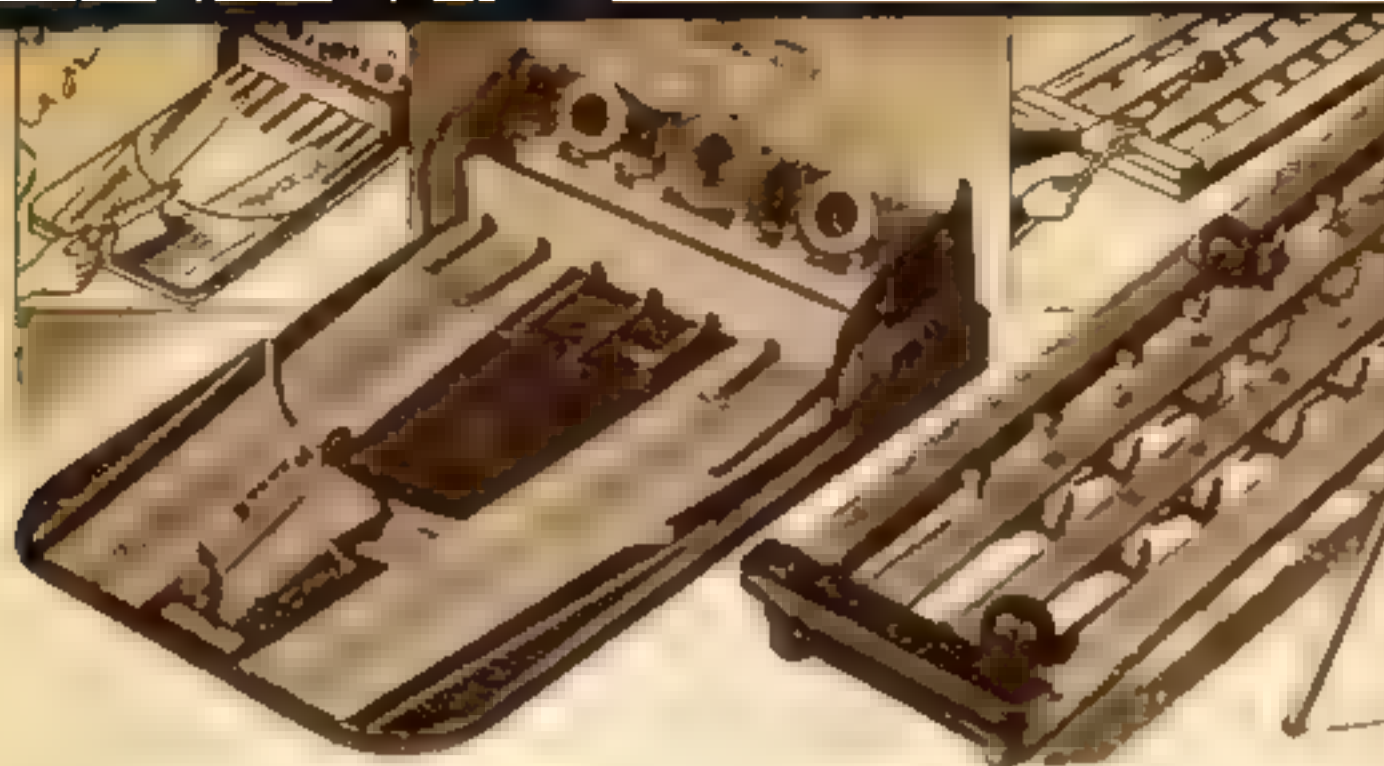
**Big and Sweet as She Can Be**

No wonder others ask as much as  
\$4.95. Eight long human hair curls.  
Wistful, go-to-sleep glass like eyes. Long  
lashes. Cute short ruffled organly  
party dress, silk ribbon tied poke style bonnet, com-  
bination undies, two tone rayon socks and snap  
buckle shoes. Extra fine quality, double sprayed,  
pastel pink composition head and arms inside jointed  
the better way. Soft cotton stuffed body. Ship-  
ping weight, 5 lbs.

**79 V 3055  
\$2.98**

**\$2.98**

**SEARS & PAGE 13**



### Some Shooting Gallery

The best 5 shots win 6 steel balls are loaded into gun which automatically feeds one shot at a time. Balls return. 6 numbered and 3 knock-over targets. Adjustable swivel gun. Bright color metal base, 18 1/2 x 11 1/2 in.

**89c**

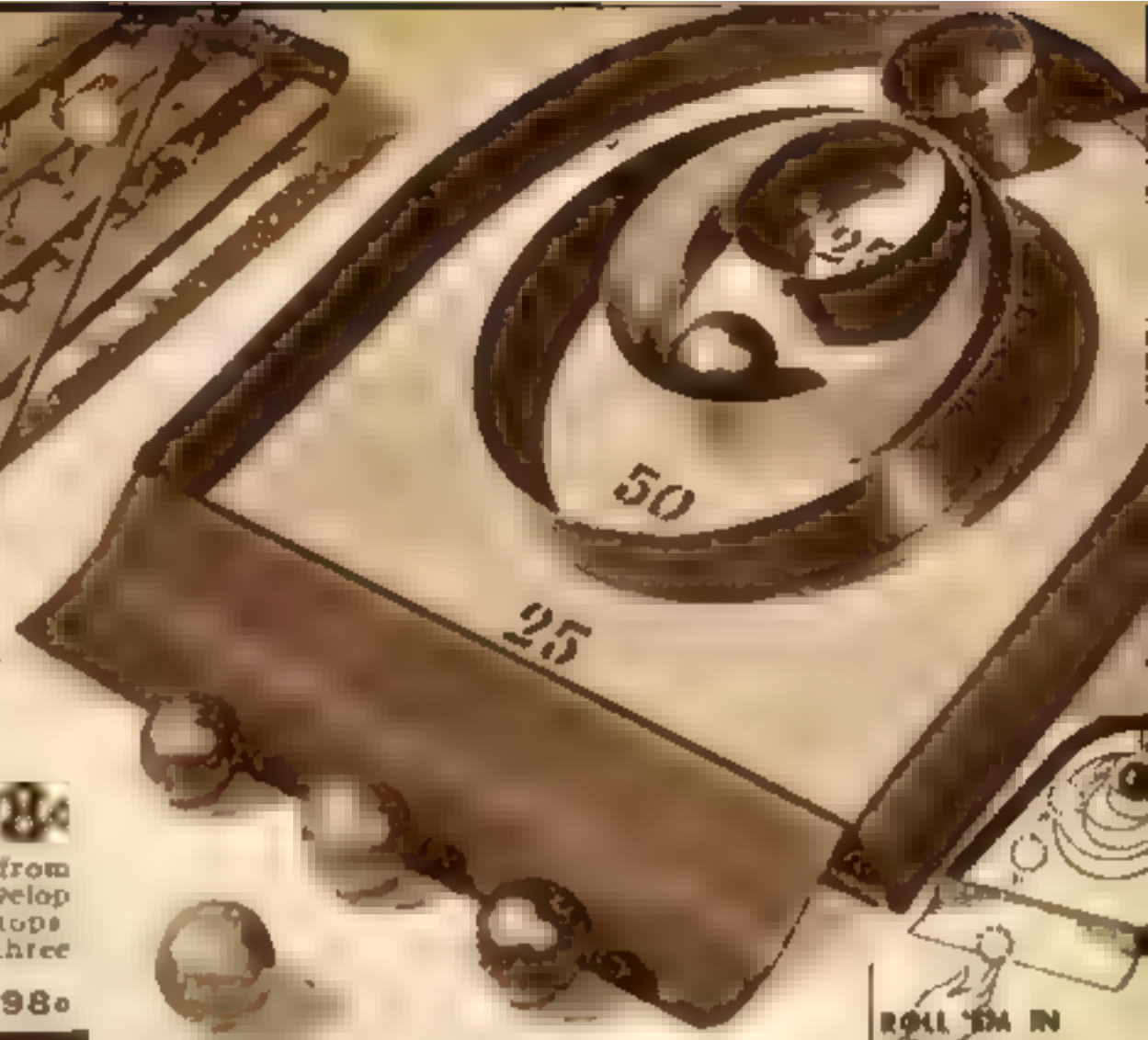
49V110—Shpg. wt., 3 lbs. 4 oz. 89c

### New "Klik" Ball Game

Skill and thrill! Hit ball up incline with 28-in. wood cue. Pivoted stops fall over but straighten up after ball passes to prevent balls from rolling back. Each stop has a score. Develop skill in playing balls at high score stops. Board, 31 in. long, 8 in. wide with three alleys. 3 enameled balls.

**98c**

49V185—Shpg. wt., 3 lbs. 8 oz. 98c



### New Skill Skee Ball Game

The New Regal Popular Amusement Park and Carnival game now reduced to home game size for use on table, floor or even outdoors. Some the 11 in. start ball on its journey—watch it hit incline and then hit into space possibly landing in the 5th ring at top or just rolling to the bottom and scoring only 25. 17 1/2 in. long and 15 1/2 in. wide. Played on floor, table or outdoors. Heavy gauge metal. Bright baked-on enamel finish. By rolling the five wooden balls one at a time carefully and accurately they will fall into the scoring pockets marked 25, 50, 100, 250 and 500. You win by rolling the balls into highest marked pockets.

**79c**

49V246—Shipping weight, 6 pounds

79c

## GAMES FOR EVERYONE!



### Can You Throw a Ring?

You'll soon find out with these indoor or outdoor rubber horse shoes. 2 red, 2 black. 5 1/2 in. long, reinforced with steel. 2 nickel plated pegs. Enameled metal plates, 11 1/4 inches square.

**69c**

49V119—Shpg. wt., 2 lbs. 10 oz. 69c

### Thrilling! 8-Hole Skill Ball

Fun for youngsters and how the old unsaw! 3 go for it. Three 1 1/2 in. enameled wood balls to be rolled into any of the 8 holes each marked with a score. Best score wins. All steel, 12 x 11 1/2 inches.

**47c**

49V174—Shpg. wt. 2 lbs. 8 oz. 47c

FOR FAMOUS LARGER BLOWN POOL TABLES, TABLE TENNIS AND MANY OTHER GAMES SEE SEARS BY GENERAL CATALOG



### New Midway Shooting Game

Looks like a real shooting gallery—round target 15 in. in diam. and after name cows of rabbit and birds and play pipes, each numbered for scoring. Over-all size, 27 in. high, 16 in. wide. Made of heavy steel. Includes one red, one black, 8 in. steel gun. 6 suction cup rubber darts.

**94c**

49V184—Complete

### New Aere Target Game

Shoot! Out darts one of the two real flying airplanes included, sliding toward the big 18 in. target up to 30 ft. away. Suction cup on end sticks it in a bit. Airplanes are made of light weight wood with reinforced wings. Harmless—thrilling. A real game of skill. Target on tripod, 21 in. high. Shpg. wt. 1 lb. 10 oz.

**89c**

49V249—Complete.... 89c

### Bang! Down Go the Crows!

Usual \$1.00 Value. 4 brightly colored cardboard crows sit in fence in front of 12x9-inch corn field. Take a m with 17-inch break-action pop-gun and Bang! Down goes a pesky crow! See if you can bring them all down in 4 shots. Not so easy as you think! Plenty of corks included. Shipping weight 1 pound 13 ounces.

**69c**

49V199—Complete.... 69c

### Pop Donald & Mickey!

Mow 'em down Target game for any number of players. 4 Mickey Mouse and 4 Donald Duck soldiers, about 6x2 1/2 in. colored cardboard on wood block. Strong gun and corks. Colored box, 15 1/4 x 8 1/2 inches. Shipping wt., 1 lb. 6 oz.

**42c**

49V123—Complete Set. 42c



### 7 Jigsaw Puzzles—50c Value

Beautifully colored. Make attractive pictures, 9 1/2 x 7 1/2 in. Different subjects of Tillie the Toiler, Little Annie Rooney. Each 9 1/2 in. x 7 1/2 in. A pleasant pastime for everybody. Sold by mail only by Sears.

**25c**

49V3871—Shpg. wt., 2 lbs. 6 oz. 25c

### Duck Shooting Game

Boy! Is this fun! Ducks sit on scoring spots on base. When hit they fall over to show your score. 9 colored cardboard ducks, about 2 1/2 in. high. 13 1/2 in. single barrel harmless, break-action, cork shooting gun, 6 corks. Colorful box makes ideal setting for duck targets.

**45c**

49V172—Shpg. wt., 1 lb. .... 45c

### Dick Tracy Gets His Man

Big as Usual \$1.00 Value!

**53c**

Dick is a wire shooter—you can be with a little practice. Target of heavy cardboard bright circles in different colors, 17 1/2 in. diameter. Wood tripod. 8 in. steel dart shooting gun, 3 rubber suction cup darts. Shpg. wt., 1 lb. 14 oz.

49V168 53c



SEARS ✓ PAGE 55

## FOR MOM AND DAD, TOO



### PINCH HITTER—First Game of This Type Under \$10.00

Baseball brought right to your parlor. Players really hit, strike out, walk, run bases and score. Diamond revolves automatically when base on balls is given or hit made. A marble rolls down the middle path, enters the playing diamond, and automatically sets a key wind spring motor in motion which causes marble to be carried around the bases on a revolving disc. It may stop at first base or go all around for a homer, you never know. Has pockets for balls, strikes and outs. Colorful, non warping Masonite playing surface. Metal parts nickel plated. Measures 23½ x 12 in. A strong spring shooter sets each of the 9 marbles in action. 79 V 241—9 Marbles Included. Shipping wt., 7 lbs. . . \$1.98



### Monopoly—Finance

The game of the century. Build houses, buy railroads, rent property. Holds 19 in sq. 2 to 7 players. 49 V 220—Shpg wt. 2 lbs \$1.69  
\$3.50 De Luxe Monopoly Up to 10 players  
49 V 221—Shpg. wt., 4 lbs. 2 oz. \$2.89  
Finance—At Popular Price Holder of most property wins. Folding board, 18½ in. sq. For 2 to 7 players. 49 V 222—Shpg wt. 2 lbs 4 oz 89c



### New Detective Game

Mystery games are very popular right now. Designed by America's ace of detective story writers, S. S. Van Dine. Arrest your suspect, convict him if you can. Discover who stole the bonds. Large colorful, playing board, 18¾ in. sq. 10 conformation cards, 6 suspect cards, 100 clue cards, 6 sets of 12 juror cards. 2 dice, 6 enameled pawns, 3 large pawns. Every minute thrilling! Up to 6 can play. Shipping weight, 2 lbs. 6 oz. 49 V 227 . . . \$1.79



### New Low-Priced 67-Game Ricochet Board

Finest collection of games ever worked out on one board. Enjoyment for the whole family—adult games—juvenile games—party games. Play crokinole, checkers, pitching pennies, ten pins, horse race, auto race, lotto, just scores more. Board, 24x24 in.—unbreakable, unwarpable Masonite, nickel plated metal rim with red stripe. Playing surface brightly colored. No nails or screws. It's riveted permanently. Playing parts and instructions. 79 V 247—67-Game Combination. Shpg. wt., 7 lbs. . . \$1.49



### DEALER—2-in-1 Pin Game

Regular \$1.25 Value

So popular last year with young and old alike, that we offer it again without change, at a lower price! Yes, sir! The whole family will enjoy this game. Non-warping, processed back grooved-in nickel plated rim, not nailed. Riveted pins will not come out. The dealer shoots the marbles into cage and second player tries to match the dealer's score. Or you can be both dealer and matcher; shoot 3 marbles into cage try to equal or beat score. Spring dealer-shooter, extra spring kicker. Instructions Size, 24x12 inches. Shipping weight, 3 pounds. 79 V 239 . . . 94c



### New Electric Bingo-Jector

50 Bingo Cards

Now every family can play Bingo at home just as they do in the "movies." Bingo-Jector flashes numbers on wall, anywhere, day or night, (no screen necessary). No one knows what number will appear—a thrill with every spin. Any number up to 50 can play. 200 wood markers, 1 master calling card. Special lamp, operated on A.C. or D.C. Use a regular home appliance cord (not furnished). Made of heavy steel, 7½x5x3¼ inches. Regular projector lens. Actual replica of theater machines. Shipping weight, 3 pounds. 49 V 186 . . . \$1.89



### Badminton Indoors or Out 89c

Two Playbird bats of non-warpable Masonite; shaped wood handles. Two shuttle-cocks, rubber base, adjustable for playing space. Tape net. Shipping wt., 1 lb. 14 oz. 49 V 258 . . . 89c

### Feed'n the Kitty \$1.79

The Cat's Meow! Tic-Tac-Toe fans, here's a glorified version of your game played with dice, 100 chips and 2 kitties on a 14 in. felt mat. Every time you forget to feed the kitty the others "meow" and you pay double. Shipping weight, 1 lb. 10 oz. 49 V 256...\$1.79

### Popular Cargoes \$1.39

Sail the Seven Seas transporting cargoes of timber, cotton, etc. to far away fascinating lands. Learn imports, exports of many of the world's harbors. Folding board 28x15½ in. For 2 to 4 players. Shipping weight, 3 pounds 6 ounces. 49 V 126...\$1.39

### Gee-Wix Horse Race \$1.79

Hurry, hurry, hurry! Pick your horse, make your bet, watch him race down the stretch a winner! No two races alike. Children can work it. Sturdy metal, colorful finish. 5 different forms of play. Size, 15½ x 5½ in. Shipping weight, 2 pounds 10 ounces. 49 V 107....\$1.79

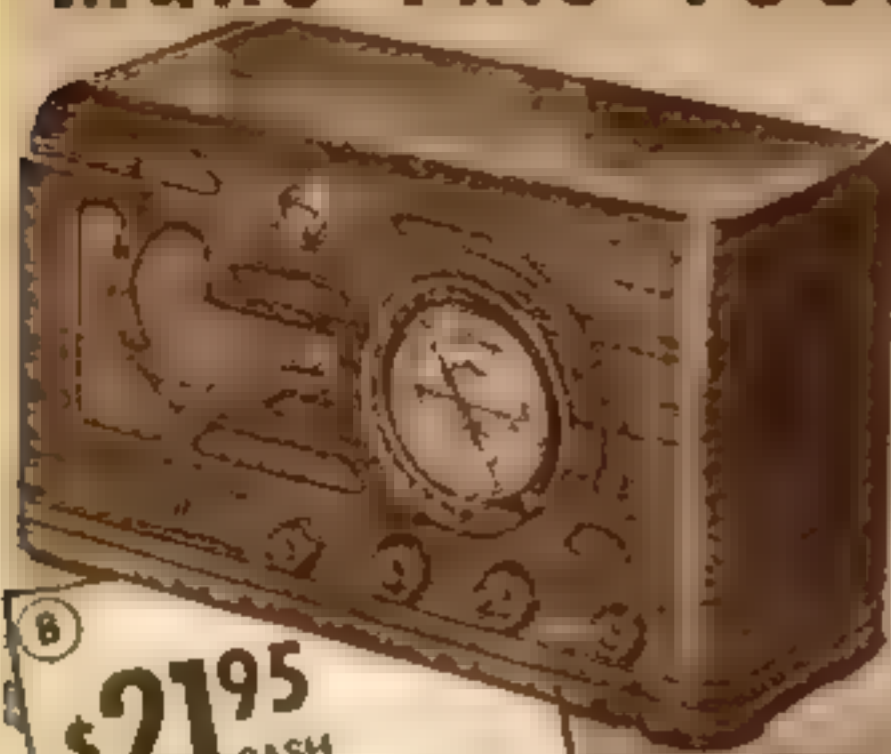
### NEW Americana 89c

New adult game. Up to 9 can play. Deal out cards, ante chips, collect the play cards, then bid for pot and try to win ante. It's exciting, keen fun. Folding board, 19¼ in. sq. Includes regular playing cards, chips, counters. Shpg wt., 1 lb. 10 oz. 49 V 228 .....89c

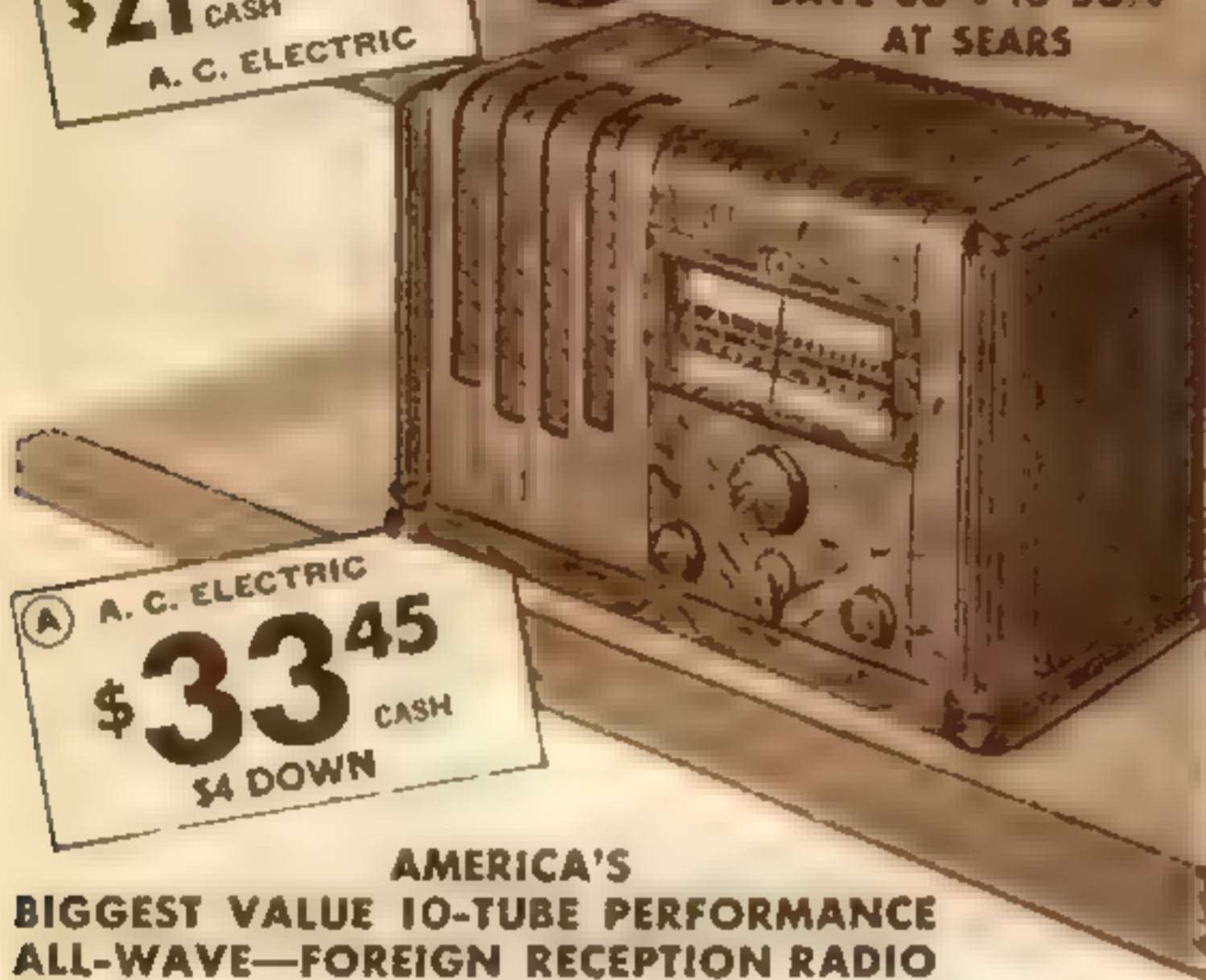
# Make This YOUR Family's Happiest Christmas

WITH A POWERFUL  
NEW  
*Silvertone*  
RADIO

SAVE 30% to 50%  
AT SEARS



(B) \$21.95 CASH  
A. C. ELECTRIC



(A) A. C. ELECTRIC  
\$33.45 CASH  
\$4 DOWN

AMERICA'S  
BIGGEST VALUE 10-TUBE PERFORMANCE  
ALL-WAVE—FOREIGN RECEPTION RADIO

(A) 3 Tuning Bands . . . New Easy Tuning Dial . . . Tuning Eye

Radio experts say this Silvertone is the "Greatest radio value in America at this low price." There's YEARS of HAPPINESS AHEAD for you and your family with this Super Powered, Improved tuning beautiful Silvertone to bring the best on the Air from near or far, into your home. It is truly a fine QUALITY radio in every detail . . . yes, it will get more stations from foreign countries and in America . . . greater distances is easier to tune . . . and has a finer tone than many radios having 4 or 5 more tubes. That's why we want you to make our "THRILL TEST" explained on Page 59 and compare it with other makes selling for \$60 to \$75. Why should you pay more for any radio when Sears will PROVE Silvertones give you "Most for the Money," because you SAVE the extra profits usually added to the manufacturing cost.

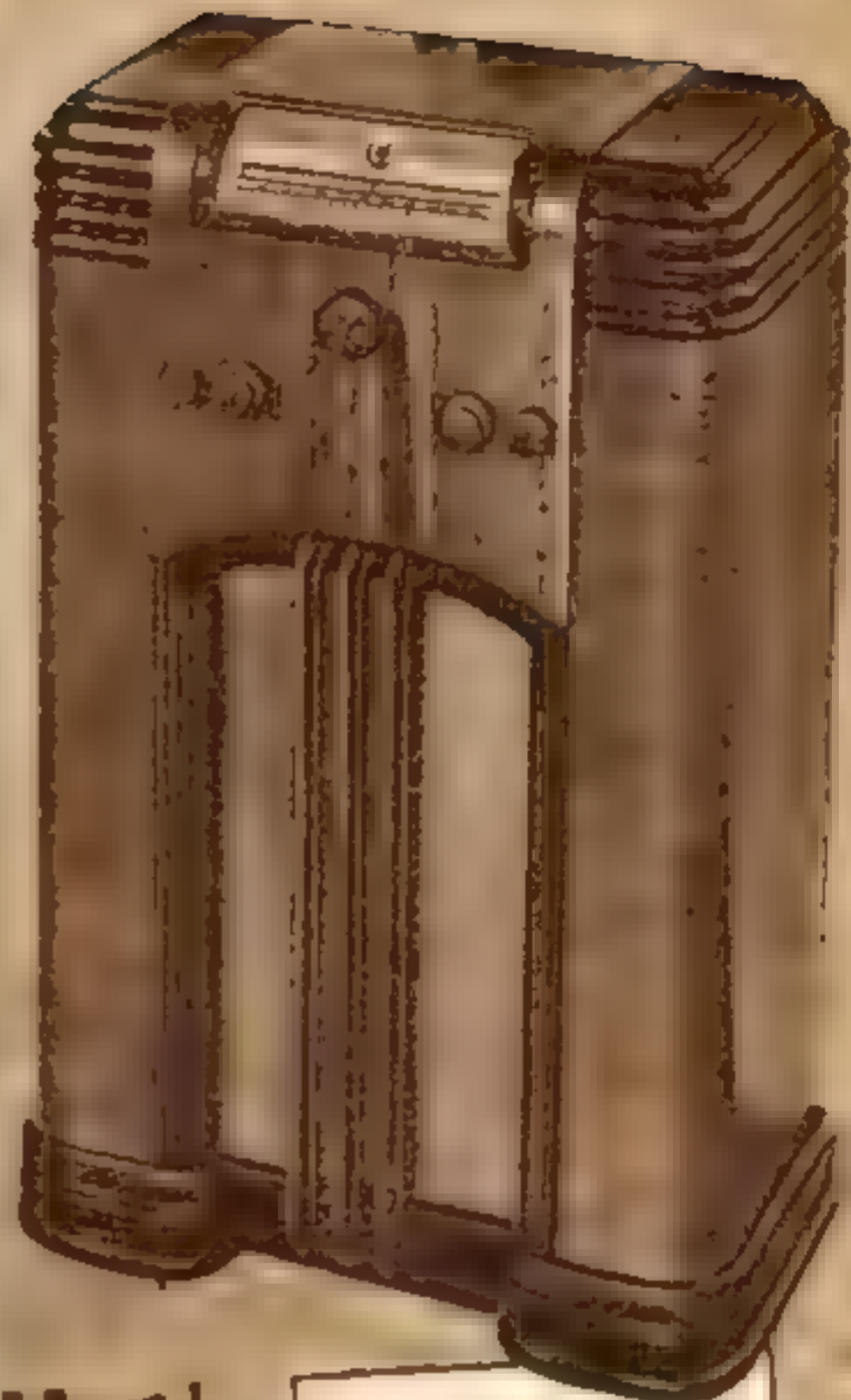
Its wide range, 3 Tuning Bands get Short Wave, 1.7 to 6.1 M.C., Foreign, 6.1 to 18 M.C., Broadcast, 545 to 1775 K.C., bringing in foreign, all American, police, airplane, amateur and ship calls with amazing clearness. The Improved Superheterodyne Circuit gives Extra Power 10-Tube Performance from 8 NEW OCTAL BASE TUBES (2 dual purpose). An entirely new Full View "TILT-BACK" Edge Lighted Dial with foreign and American city names on it so you can tune by name and the Tuning Eye make perfect tuning quicker and easier. Its large size Electro Dynamic Speaker furnishes a rich, clear tone that challenges comparison with highest priced sets. Other important features are Powerline Noise Rejection . . . "Newest Beam Power" Audio System . . . New Synchronized Tone Control . . . Automatic Volume Control . . . 3-Gang Ball Bearing Condenser . . . Large, marked knobs. Cabinet has classy one piece stamp and alced walnut veneer instrument panel and top with delightfully matched grille, knobs and dial. Size, 19 1/2 x 12 1/2 x 10 1/2 inches. For 110-120-volt A.C., 50 or 60-cycle. If in 25-cycle territory mention and send \$3.00 extra. Listed by Underwriters Laboratories. For Sears Easy Terms see Page 5. Mailable but we recommend freight or express. Shpg. wt. 39 lbs.  
57 V 4765—Cash, Radio (A) Illustrated directly above \$33.45  
57 V 6575—Aerial Kit, Shipping weight, 2 pounds 69c

(B) SILVERTONE 8-TUBE PERFORMANCE RADIO  
Compare It With Other \$35 to \$40 Radios

OUTPERFORMS MANY OTHER RADIOS USING SEVERAL MORE TUBES

If you have an old model, short distance radio that can't get Foreign Stations and you do not feel you can invest more in a new radio . . . then, by all means, buy this Silvertone. It's a marvelous low priced radio that actually OUTPERFORMS many other makes having many more tubes for one-half their operating cost. Compare it with other makes your friends have costing \$35 to \$40 or more. Notice how clearly it gets foreign programs, all American broadcasts, police calls and amateurs. Make the "THRILL TEST" shown on Page 59. It has 3 Tuning Bands . . . Range, Foreign, 6 to 18 M.C., Short Wave, 2.2 to 6.5 M.C.; American, 545 to 1720 K.C. . . . Automatic Volume Control, Variable Tone Control, 3-Gang Tuning Condenser and Dynamic Speaker are fine features that give this Silvertone a smooth, even, realistic tone that will astonish all listeners. And its Superheterodyne Circuit gives strong 8-Tube Performance from its 6 TUBES, 2 of which are dual purpose. Large Airplane Dial with Tuning Eye makes perfect tuning simple. New horizontal cabinet is exceedingly neat and attractive; walnut veneer instrument panel, Size, 17 1/2 x 10 1/2 x 8 1/2 inches. For 110 volts, 50 or 60-cycle A.C. If in 25 cycle territory, state and add \$2.00 extra. Listed by Underwriters Laboratories. See Page 5 for Easy Terms. Mailable. Shipping weight, 21 pounds.  
57 V 4575—Cash, Radio (B) Illustrated at top of page \$21.95  
57 V 5575—Aerial Shipping weight, 2 pounds 69c

All Radios on this page are shipped from Chicago, Philadelphia, Boston, Minneapolis, Cleveland or Binghamton, N.Y. Send your order to Chicago, Philadelphia, Boston or Minneapolis or



11-Tube  
PERFORMANCE

A. C. ELECTRIC  
\$51.85 CASH  
\$5 DOWN

Marvelously  
Improved NEW 1938 Silvertone  
No Bending . . . Easy to Tune Dial  
Guaranteed Foreign Reception  
\$100 Features at Half-Price

It's no wonder millions are changing to Silvertones, for look at this big, powerful, beautiful Console Model. It looks like \$100 radios . . . and you'll say it's their equal when you SEE and TRY IT for 15-Days as explained in our "THRILL TEST" on Page 59. It has all the new, improved features for quick, simplified tuning of all stations, without discomfort or sacrifice of beauty. Here's a Christmas time gift that will keep giving happiness, pleasure and educational benefits to ALL for many years to come.

ALL-WAVE . . . 3-BANDS . . . TUNING EYE  
MAGNIFICENT TONE . . . RARE BEAUTY

3 Tuning Bands. Range, Foreign, 3.5 to 18 M.C.; Int. Short Wave, 1.7 to 6 M.C.; American, 545 to 1800 K.C.

Beautiful, advanced design, illuminated "ROLL-OVER" Dial with foreign and American cities printed in large type for easy tuning by name. Only one tuning band is shown at a time . . . controlled by WAVE BAND Selector Switch. 11-Tube Performance is attained by our Improved Superheterodyne chassis with 10 newest octal base tubes (1 dual purpose).

Valuable Tuning Eye . . . Large, powerful 10-inch Dynamic Speaker combined with Automatic Volume Control and Tone Control give this Silvertone a wonderfully smooth, rich voice . . . Automatic Base Compensation . . . Double "Beam" Output Tubes . . . Low-Noise Tuning Control for quiet tuning of local stations . . . Molded curved Dial Bezel . . . Large, marked Tuning Knobs . . . Moisture proofed Cells . . . Automatic Aerial Selection. R.C.A. Licensed. The big, full size cabinet has the newest, one-piece Roll Top and Instrument Panel of elegantly figured stump and stripe walnut veneers. Large grille louvers and decorative slides give it beauty surpassing many high-priced sets. Size, 37 1/2 x 22 1/2 x 12 1/2 inches. For 110-120-volt, 50 or 60-cycle A.C. Listed by Underwriters Laboratories. If for 25-cycle territory, mention and add \$4.00 extra. For Easy Terms, see Page 5. Not mailable. Shipping weight, 70 lbs.

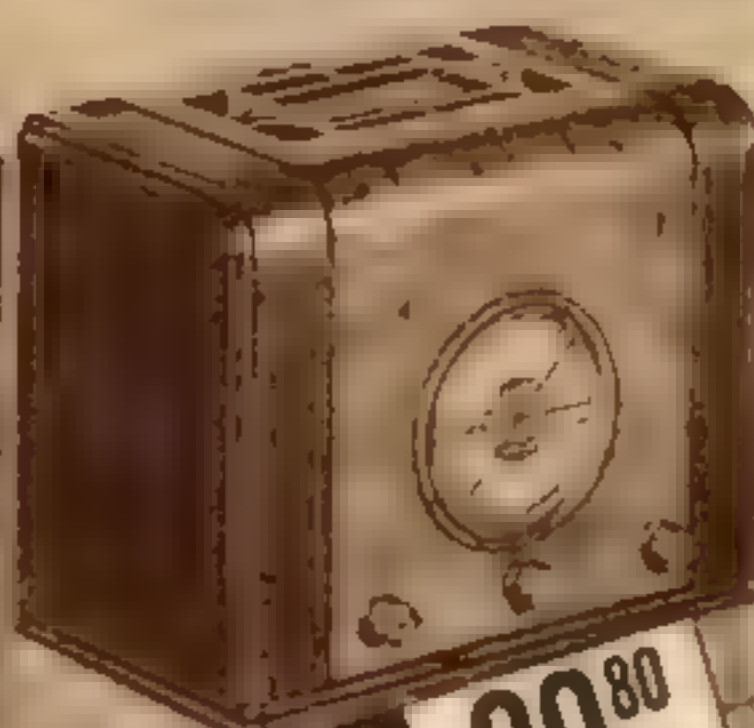
57 VM 4680—Cash Price. \$51.85  
57 V 5567—Special Doublet All Wave Aerial. Shipping weight, 4 pounds 8 ounces \$2.39

SEARS ✓ PAGE 57

# THE GREATEST GIFT OF ALL... FOR ALL



**8-Tube**  
**PERFORMANCE** \$27<sup>85</sup>  
Cash \$3 Down



**6-Tube**  
**PERFORMANCE** \$20<sup>80</sup>  
Cash \$3 Down



**6-Tube**  
**PERFORMANCE** \$16<sup>65</sup>  
Cash

## Silverstone ONE-BATTERY Radios

No "B" or "C" Batteries Needed

**ONE BATTERY DOES IT ALL... at Exceptionally Low Cost**  
**You Save 30% to 50% on These Popular Models at Sears**

- Guaranteed Foreign Reception
- 3-Tuning Bands... Wide Range
- Flash-O-Lite, 6-inch Dial

- Guaranteed Foreign Reception
- Beautiful Tone Dynamic Speaker
- Very Lowest Operating Cost

There's 20 years of valuable battery radio experience back of these Silverstones. Yes, we will prove to you, by our "THRILL TEST" on the next page that this 8-Tube Performance Silverstone will match up in performance, quality and economy with other makes selling for nearly double our price. 8-Tube Performance is achieved by the Improved Superheterodyne Circuit using 8 new type tubes (2 dual purpose).

Its 3-Tuning Bands, Range, Foreign and Short Wave, 22 to 65 M.C. and 6 to 18 M.C., American, 545 to 1720 K.C. will bring into your home the finest entertainment from foreign countries, American stations, also police, amateur, airplane and ship calls. The Automatic Volume Control, Variable Tone Control combined with the large Dynamic Speaker give a smooth, even flow of the sweetest tones you've ever heard from such a reasonably priced radio. At extremely low operating cost. The stylish, horizontal cabinet has a lovely stump walnut veneer front panel. Size, 18 1/4 x 11 1/4 x 9 inches deep. For Easy Terms, see Page 5. Mailable.

**57 V 4519**—With tubes (less battery, see below) Shipping weight, 23 pounds \$27.85

**57 VM 4674**—Special combination offer: 57 V 4519 radio and 57 VM 5220 air-charger. Not mailable. Shipping weight, 95 pounds \$45.35

**57 VM 4673**—Special combination offer: 57 V 4519 radio and 57 V 5210 Gas-O-Power charger. Not mailable. Shipping weight, 77 pounds \$52.80

**57 V 5575**—Aerial. Shpg. wt., 2 lbs 69c

This ONE-BATTERY Silverstone is a Miracle Worker bringing in Foreign and American Broadcasts, Police, Airplane and Amateur. Users say "It's 6-Tube Performance EXCEEDS their neighbors' radios of other makes that cost 3 or 4 times more, for 1/2 the operating cost." Its Improved Superheterodyne Circuit uses 4 of the newest type Octal Base Tubes (2 dual purpose) that give powerful 6-Tube Performance at amazingly low cost.

Tuning Range: Foreign and Short Wave, 22 to 7 M.C.; American, 550 to 1720 K.C. 6-inch Dynamic Speaker in the top. Large Easy-to-Tune Airplane Dial. Automatic Volume Control. Handsome "Roll-over" front and top of maple veneer. Size, 11 1/4 x 14 x 8 1/4 inches deep. For Easy Payments, see Page 5. Mailable.

**57 V 4421**—With tubes (less battery, see below) Shpg. wt., 21 lbs \$20.80

**57 VM 4672**—Special combination offer 57 V 4421 radio and 57 VM 5220 air-charger. Not mailable. Shipping weight 93 pounds \$38.30

**57 VM 4671**—special combination offer 57 V 4421 radio and 57 V 5210 Gas-O-Power charger. Not mailable. Shipping weight 75 lbs \$45.75

**57 V 5575**—Aerial. Shpg. wt., 2 lbs 69c

## BARGAIN

## Long Distance

## BATTERY RADIO

- 20% to 30% Longer Battery Life
- Greatly Reduced Operating Cost
- Quicker and Easier Tuning Dial

Here's one of the Wonders of Radio... a fine performing, inexpensive to buy and low cost to operate radio that reaches exceedingly long distances and has a surprisingly realistic tone. What a Christmas gift for those who do not have a radio... or for those with old obsolete model... or for the children's use.

Its 4-TUBE PERFORMANCE is accomplished from an improved Superheterodyne Circuit using 4 new type octal base tubes, 2 of which are dual purpose. Long Range Tuning; 545 to 1720 K.C. also gets some police calls. New Battery Saver Circuit and Longer Life Batteries combined with One Year Fully Guaranteed Super Silverstone Tubes make this an unequalled value. For thousands of homes it will get more stations and its improved Battery Type Speaker furnishes a finer tone than their present radios. For 1/2 to 1/3 the operating cost. The cabinet is the latest horizontal styling with decorative grille and walnut veneer front panel. Size, 13 1/2 x 8 1/4 x 9 1/4 inches deep. Complete with 4 tubes, one dry "A" or 4-volt storage battery and 2 "B" batteries. On off Indicator on Dial.

**57 V 4617**—With dry "A" battery. Mailable. Shipping weight, 34 pounds \$16.65

**57 VM 4618**—With 4-volt storage battery. Not mailable. Shpg. wt., 36 lbs \$18.65

**57 V 5575**—Aerial. Shpg. wt., 2 lbs 69c

**Make the "THRILL TEST"**  
**Explained on Opposite Page**

## SPECIAL PRICES ON RADIO BATTERY CHARGERS



**\$6<sup>00</sup>**

EXTRA SAVING

### Silverstone AIRCHARGER

A greatly improved Patented Battery Charger for charging 6-volt or 3-volt storage batteries without operating cost.

Furnished complete with 6-foot iron tower for flat or gable roofs, automatic cutout relay, ammeter and battery clips. Specially priced when purchased with any ONE-BATTERY Radio on this page. See our Big Catalog for more complete description. Shipping weight, 72 lbs.

**57 VM 5220**—Price \$23.50  
Purchased with above sets \$6 less.



**\$5<sup>00</sup>**

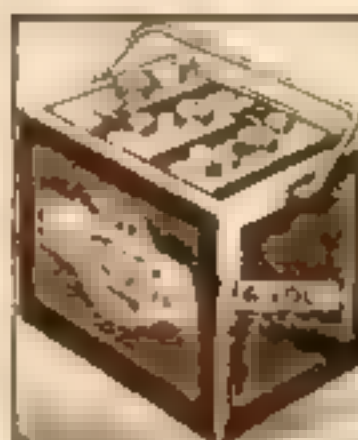
EXTRA SAVING

### GAS-O-POWER Charger

Dependable Electric and Gasoline Power Plant for all homes without electricity. Specially priced when purchased with any ONE-BATTERY

Radio on this page. It has a dependable, 100-watt D.C. generator for charging batteries to run radios or electric lights and 1/2 H.P. 4-cycle air-cooled gasoline engine power for running washing machines, churns, pump-jack and power tools. For more complete description see our Big Catalog. Shipping weight, 54 pounds.

**57 V 5210**—Regular Price... \$29.95  
When purchased with above sets \$5 less.



## Guaranteed 2 Years on a Service Basis

Dependable, long-life, GUARANTEED 6-VOLT Radio Batteries with special radio-type terminals, convenient handle and attractive case. Heavy Duty Type—21 Plates. Suitable for even the largest size ONE-BATTERY Radios. Delivers 150 ampere hours service at one ampere rate. Size, 13 1/2 x 8 1/4 inches.

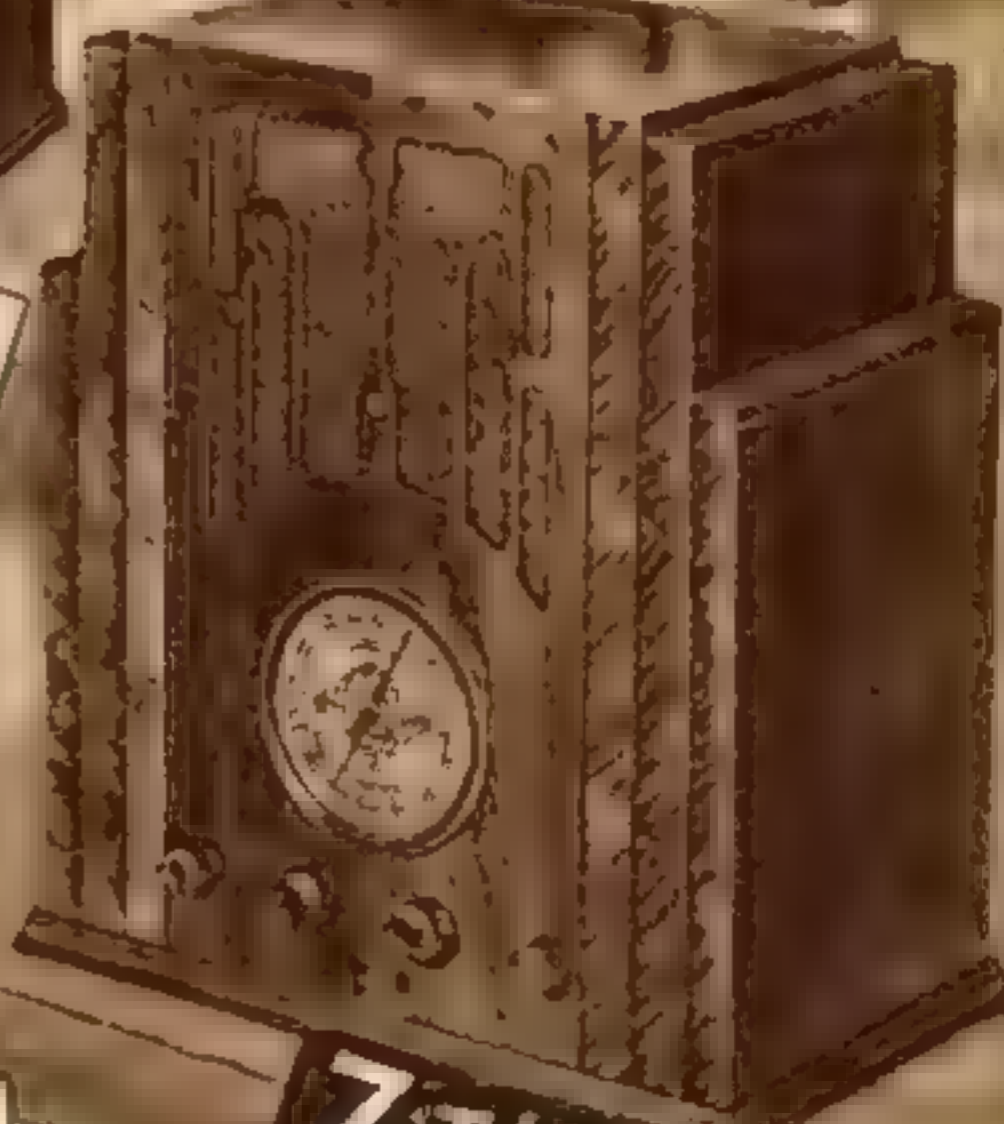
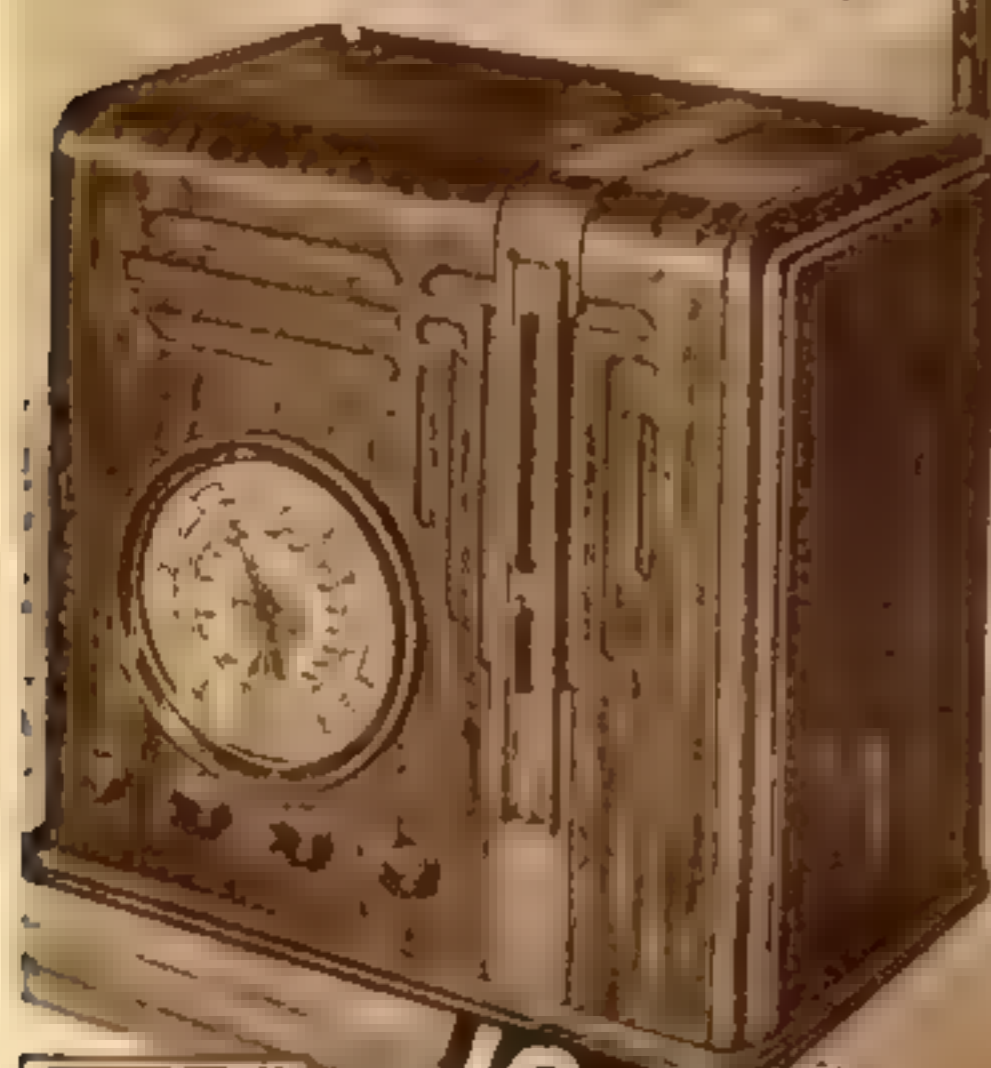
**57 VM 703**—Not Mailable. Shipping weight, 58 lbs. \$7.85

**Silverstone Standard**—21 Plates. Delivers 120 ampere hours service at one ampere rate. Size, 10 1/2 x 7 1/4 in. high.

**57 VM 705**—Not Mailable. Shpg. wt., 48 lbs \$6.45

SHIPPED FROM Chicago, Philadelphia, Boston, Minneapolis, Cleveland, Binghamton, N.Y. or from factories in Milwaukee, Detroit, Denver or Cincinnati, whichever is nearest you. Send orders to Chicago, Philadelphia, Boston or Minneapolis Only.

# A NEW *Silvertone* RADIO



## Silvertone BATTERY RADIOS



**10-Tube PERFORMANCE** \$32.95 Cash \$4 Down



**7-Tube PERFORMANCE** \$24.75 Cash \$3 Down

### MOST POWERFUL . . . 3-BAND SILVERTONE BATTERY RADIO EVER SOLD at THIS LOW PRICE

- 20% to 30% LONGER BATTERY LIFE From New Economy Circuit. See picture "A" above.
- Amazingly Clear . . . Thrilling . . . GUARANTEED FOREIGN RECEPTION.

A Christmas Gift Supreme for homes without electricity. Its GREAT POWER will bring you and your family finer entertainment, more programs, greater educational advantages, more news events from foreign countries and American stations. This Silvertone will **THRILL** you to make our 15 Day "THRILL TEST" described below to compare it with other makes selling for \$60 to \$75.

Mighty 10-Tube Performance is achieved by our New Economy Superheterodyne Circuit using 8 newest type tubes (2 dual purpose). Its 3 Tuning Bands: Range, Foreign and Short Wave, 2.2 to 6.5 M.C. and 6 to 18 M.C., American, 545 to 1720 K.C. get **EVERYTHING** you really want. The Automatic Volume Control, Variable Tone Control and New Type Dynamic Speaker furnish this Silvertone a smooth mellow, rich voice that will instantly win the approval of all. Its extra large 6-inch "Band Spread" Dial is fast acting, accurate and dependable. The stylish cabinet has the more expensive, one piece instrument panel and top of beautifully grained mahogany and walnut veneers. Size, 17 1/2 in. high x 17 1/2 in. wide x 12 1/2 in. deep. Complete with 8 Tubes, one 4 1/2 volt dry "A" or 4-volt storage battery and 2 "B" batteries. For Easy Terms, see Page 5. Not mailable.

57 VM 4539 - With dry "A" battery. Shpg. wt., 71 lbs. \$32.95  
57 VM 4540 - With 4-volt storage battery. Shpg. wt., 72 lbs. \$3.95  
57 V 5575 Aerial for above sets. Shpg. wt., 2 lbs. .69



See Above (B)

### 7-TUBE PERFORMANCE

#### SUPERB ALL AMERICAN RECEPTION

- Brings in Far Away Stations Clearly
- Biggest Dollar Value in Its Class

All Silvertones are fine **QUALITY** Radios, regardless of price. This model thus rated at the top of the page is America's leading, **PROVED QUALITY**, Battery Radio in the low price class. Users tell us it performs far better and has a superior tone than their neighbors' radios of other makes costing two or three times more. Its improved, new economy Superheterodyne Circuit gives 7-Tube Performance from 6 newest type octal base tubes (1 dual purpose). New low drain tubes and an improved circuit provide 20% to 30% more life from batteries. The large P. M. Dynamic Speaker . . . Automatic Volume Control . . . and Tone Control furnish tone qualities you'd expect in \$35 to \$40 radios. Make our "THRILL TEST" and prove it to yourself. The cabinet, created by Sears, is one of the most attractive ever produced. Hand-some walnut veneer front. Size, 16 3/4 x 16 1/2 x 12 1/2 in. deep. Complete with one 4 1/2-volt dry "A" or 4-volt storage battery and 2 "B" batteries. For Easy Terms, see Page 5. Not mailable.

57 VM 4498 - With dry "A" battery. Shpg. wt., 63 lbs. \$20.80  
57 VM 4499 - 4-volt storage battery. Shpg. wt., 68 lbs. \$21.80  
57 V 5575 - Aerial for above sets. Shpg. wt., 2 lbs. .69

### NO OTHER BATTERY RADIO

### CAN EQUAL THIS SILVERTONE'S RECORD FOR PERFORMANCE . . . STYLE AND VALUE

- GUARANTEED . . . IMPROVED FOREIGN RECEPTION
- 20% to 50% Savings **PROVED** by Users Tests
- EXTRA LONG Service From IMPROVED BATTERIES

SAVE \$20 to \$30 that's exactly what you will do when you buy this Silvertone and compare its performance with any other make having such a fine reputation, splendid quality and tremendous sales. This is a greatly improved model that brings in **FOREIGN PROGRAMS** and Long Distance American Stations with astounding clearness, beautiful tone and volume. You can verify this by making our 15-DAY "THRILL TEST" explained below. See illustration "C" above.

7-Tube Performance is obtained by using 6 newest type tubes, a new power on put tube and one dual purpose in an improved Superheterodyne Circuit, 2 Bands. Wide Range Foreign, 5.6 to 17.5 M.C., American, 545 to 1720 K.C. (Police at 1720 K.C.) Improved battery type, 6-inch Speaker . . . Automatic Volume Control . . . Tone Control . . . Automatic Economizer Tube . . . Marked Knobs. Large, 6-inch easy-to-tune, etched metal elephone dial.

The charming design of the matched grain hardwood veneer cabinet with its set back type panels is exceptionally attractive. Size 19 1/2 in. high, 15 in. wide, 12 1/2 in. deep. Complete with 6 Super Silvertone tubes, 3 plug in "B" batteries, 1 plug in 3 volt dry "A" battery. All enclosed in cabinet. For Easy Terms, see Page 5. Not mailable.

57 VM 4422 Not mailable. Shpg. wt., 65 lbs. \$24.75  
57 VM 4423 With 2 volt. storage "A" battery and 5 tubes. Battery economizer tube not required with storage battery) otherwise same as above. Not mailable. Shpg. wt., 64 lbs. \$25.75  
57 V 5575 - Aerial for above. Shpg. wt., 2 lbs. .69

### Sears PROVE Silvertone Quality and Value by 15-DAY "THRILL TEST" NO-RISK

Silvertones have **WON** First Place in the homes and hearts of millions by actual comparison of tone, performance and beauty with the highest priced makes. Don't buy ANY other radio until you SEE and HEAR the Silvertone model you prefer. Notice the big saving of 30% to 50% you make at Sears. Order the model you prefer, send either full cash price or deposit with our Easy Payment Order Blank. **USE** the Silvertone. . . **COMPARE** it. **TEST** it thoroughly. Then, if you are not completely satisfied, return it to us in 15 Days and we'll refund your money, including transportation charges.

SAVE 30% TO 50% ON RADIOS AT SEARS

SEARS ✓ PAGE 59



**\$139**

**PLAID WAFFLE SET**

If you would choose a gift that's different—one that is distinctive, yet not expensive, here's the answer! It's just the thing for a charming hostess when she serves waffles at the table. Set consists of covered batter pitcher, covered syrup pitcher and oblong tray. All are in the new checker plaid design that is so popular. And at Sears low price this set is a great bargain! May be had in blue, green or tangerine. State color wanted. Shpg. wt. 8 lbs.

35 V 8091 \$1.39

**PRICE CUT 1/4**  
**FOR THIS CHRISTMAS EVENT**



32-Pc. Set  
**\$2.98**

**HEATHER BLOOM MAKES LOVELY GIFT DINNERWARE**

Always a favorite, Heather Bloom is well high iridescent at this new low price! A set that will brighten up your table wonderfully. Made of fine quality ivory color semi-porcelain, decorated with huge pompoms of bloom in shades of orange, orchid and green. Platinum colored edge lines.

**32-Pc. Set.** Consists of the following: 6 cups, 6 saucers, 6 dinner plates, 6 bread and butter plates, 6 sauce dishes, 1 11 inch platter and 1 open vegetable dish. Shipping weight, 19 pounds. Reduced from \$3.89 especially for this Value Event!

**\$2.98**

35 V 249

**33-Pc. Set.** Consists of 8 cups, 8 saucers, 8 large dinner plates, 8 bread and butter and 8 sauce dishes, 8 soups, 1 medium platter, 1 open vegetable dish, 1 covered sugar bowl, 2 pcs and 1 cream pitcher. Shipping weight, 37 pounds. Reduced from \$8.50.

**\$6.98**

35 V 249



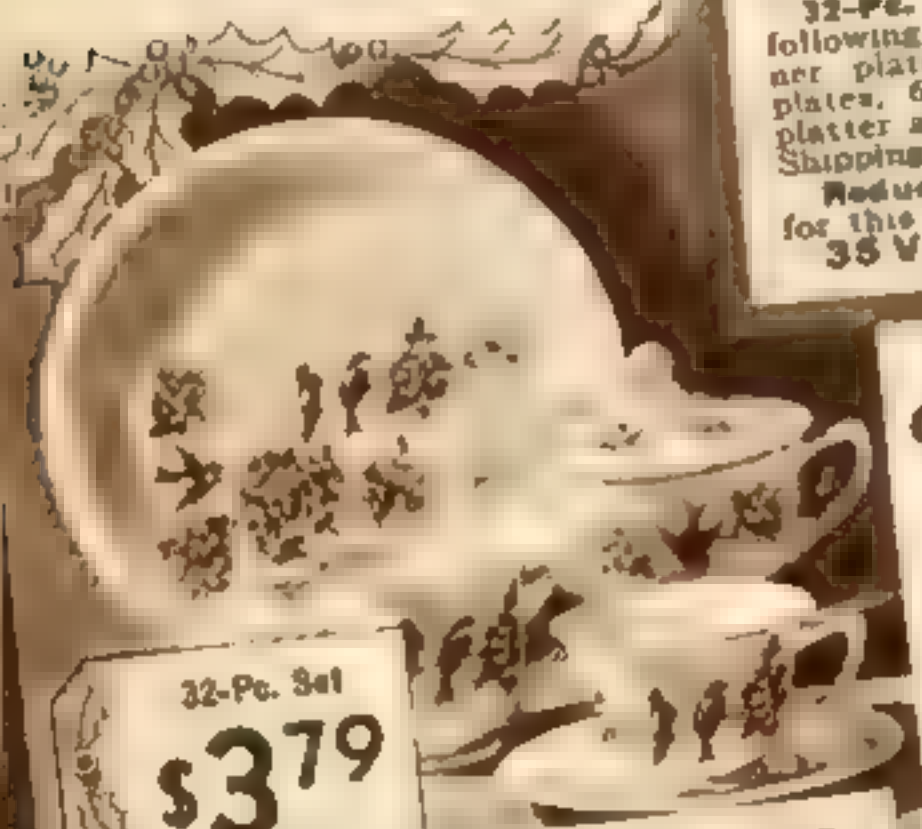
**98c**

**NEW ICE BOX DISH SET**

Mother or Sister couldn't wish for a nicer or more practical gift than this smart refrigerator set! Saves time and space—see what's in each dish at a glance. All containers have flat covers that permit stacking into three layers. Made of fine, clear crystal glass that's easy to keep clean. Consists of 1 large 8x8 in. dish, 2 medium 8x4 in. dishes and 4 small 4x4 in. dishes. All with tight fitting glass covers. Entire set stands 9 1/2 in. high. Shipping weight, 16 pounds.

35 V 2034...

**98c**



32-Pc. Set  
**\$3.79**

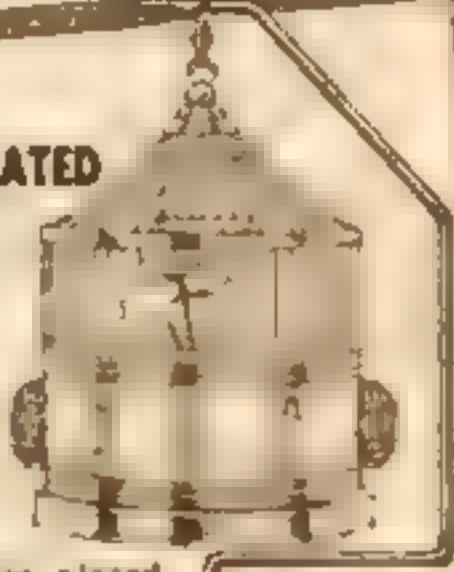
**"BLUEBIRD," THE GIFT SUPREME**

The promise of eternal springtime for her table. This unique pattern is exceptionally lovely, being decorated with bluebirds and apple blossoms, the symbol of peace and happiness. Smart new of Montclair shape. Lovely ivory colored body. Finest quality American semi-porcelain. Priced extremely low for this Christmas Sale. Composition of sets same as 35 V 249 above.

35 V 4207 - State Size Set.  
32 Pieces. Shpg. wt. 20 lbs. **\$3.79**  
33 Pieces. Shpg. wt. 36 lbs. **7.49**

**CHROMIUM PLATED BIRD CAGE**

**\$2.29**  
Cage Only



Chromium plated bird cage, 11 1/4 x 17 1/2 inches high. Has built-in bath, easy to clean, pull drawer base, wire seed guard complete with perches, seed cups and spring. Modernistic stand, 67 in. high, has chrome plated loop, black enameled stand and heavy base. Shipping wt., 18 lbs.

11 V 07448 **\$3.98**  
11 V 07449  
Cage Only. Shpg. wt., 6 lbs. **\$2.29**

BUILT IN BIRD BATH

- Sanitary Slide-Out Bottom.
- Cage and stand \$4.95 value.



**\$1.98**

**23-PIECE CHINA TEA SET**

Surprise her this Christmas with a beautiful imported Oriental tea set! And this is a set that usually sells for much more than this low price! Colors are ivory and blue, decorated with plum blossoms in tangerine on graceful jet black stems. An exceptionally fine value! Set consists of 6 cups, 6 saucers, 6 tea plates, 1 creamer, 1 covered sugar bowl and 1 covered tea pot. Shipping weight, 12 pounds.

35 V 8083—Special Gift Price **\$1.98**



**Siphon Bottle**

**\$2.87**

Compares with \$5.00 bottles! Ideal for sodas and drinks. Uses hydrant water. Recharge bulbs cost less than 5 1/2c each. Made of heavy stainless steel. Will give long service. Holds 1 quart. Shipping weight, 2 lbs.

11 V 5728 ..... **\$2.87**  
11 V 5729—10 Recharge Bulbs. (1 bulb makes full quart.) Shpg. wt., 1 lb. **54c**

**Redwood Gifts**

**89c** Each

- (A) Nut Bowl and Maillet. Pieced California Redwood. Bowl is in beautiful matched wood 9 1/4 in. in diameter. Shpg. wt. 1 pound. **11 V 5214 89c**
- (B) Fruit Bowl. Same material as above. About 10 1/2 inches in diameter. Shipping weight, 1 lb. 14 oz. **11 V 5208 89c**

**Custard Set**

**\$1.19**

The Ideal Gift! Revolving chrome plated tray on glass base. Bakelite center post. Holds salt pepper, vinegar, and oil bottles, mustard and horseradish jars. An unusually smart set, and a nicer Christmas gift couldn't be found. Shipping weight, 5 pounds.

35 V 2538 **\$1.19**

**Children's 3-Piece Set**

**47c**

- (A) Santa Claus couldn't bring your children a cuter present than this Mickey Mouse dish set! 7-in. plate, 5 1/4-in. oatmeal dish and 6-oz. mug. Shpg. wt. 2 lbs. 8 oz. **35 V 8000 47c**
- (B) 35 V 192—Mickey Mouse Tumbler. Cap. 9-oz. Shpg. wt. 2 lbs. 3 for **17c**

**Jumbo Hamper**

**\$3.89**

Flat woven fiber with braid trim at top and bottom. Polished pyralin top. Chrome inlay handles. Size, 12x20 1/4 x 27 1/2 inches high. An outstanding value, and an ideal gift for any home. State choice of Blue, Green, Orchid, Ivory or Black and White. Shipping weight, 11 pounds.

11 V 06819 **\$3.89**



**\$19.95**

**\$30.00**  
Value

### Heatmaster Automatic Roaster and Timer

How she'll appreciate THIS gift! In addition to the most complete, full size roaster on the market today, we give you FREE a \$5.70 "Mark-Time" Switch which allows the roaster to turn on or off automatically within a period of 3 hours. Gives you the important features of the most expensive electric range—automatic heat and time control. Roasts—bakes—boils—stews—fries—broils—grills—toast! Holds 17-lb. turkey. Costs as little as 2 cents an hour to operate. Porcelain enamel inset pan. Three aluminum inset pans (two 2½-qt. and one 5-qt.). Removable broiling unit in lid. Ivory color baked enamel with dark blue trim. Lgh., 18½ in.; width, 13 in.; ht., 12 in. Food rack for broiler. Maintains any heat to 500° F. Listed by Underwriters and approved by Good Housekeeping. For 110-120-volt A.C. only. 6-ft. cord. Instructions. Easy Terms!—Page 5.

20 V 1966—Shipping weight, 33 pounds

**\$19.95**



### Deluxe Powermaster Standard

**\$15.75** A \$25.00 value! Mixes, whips, beats, mashes, stirs, extracts fruit juices. Powerful 3-speed motor. Portable for mixing over stove. Built-in power outlet for attachments. (See our General Catalog for attachments.) White baked enamel finish. 2 green glass bowls, white porcelain enamel juice extractor bowl, 2 beaters, drink mixer, instructions and recipes. Listed by Underwriters. For any 110-120-volt current. With FREE transparent rubber dust cover. Shpg. wt., 21 lbs.

20 V 15851 — \$15.75

A \$14.95 value! No finer mixer at anywhere near this price! Ivory color baked enamel finish. 2 green glass mixing bowls, drink mixer, juice extractor. Instructions and recipes. Listed by Underwriters. For any 110-120-volt current. Slightly smaller and less powerful than mixer at left, and without power outlet—but by far the finest mixer you can buy at this price! With transparent rubber cover FREE. Shipping weight, 21 pounds.

20 V 16691 ... \$9.75



### Percolator Heatmaster Toaster

**\$2.95** The finest aluminum percolator we know of—with an aluminum toast and waffle cover FREE! 9-cup capacity. Extra heavy gauge metal. Fiber feet. Highest grade element. Cool black handle. Listed by Underwriters. For any 110-120-volt current. Detachable cord and plug. Shipping weight, 4 pounds 4 ounces.

20 V 86901 ... \$2.95

**\$4.45** Automatic! Heat turns off and bell rings when bread is toasted. Controlled heat keeps bread warm "Turn-over" type. Toasts 2 slices. Mica elements. Chromium finish. Cord and plug. Instructions. Listed by Underwriters. For 110-120-volt A.C. only. Aluminum toast and waffle cover FREE. Shpg. wt., 3 lbs. 3 oz.

20 V 19721 ... \$4.45

## A Merry Christmas to You FREE GIFT

With Purchase of Any Article on This Page

### KENMORE Cleaner—The Perfect Gift

Reg. U.S. Pat. Off.

It's unbelievable—the gift opportunity of a lifetime! You get a fine 6-piece set of attachments ABSOLUTELY FREE when you buy this KENMORE!

Try the KENMORE for 10 days. Use it in your own home. Compare it with cleaners costing twice as much. If it isn't the finest cleaner you've seen at anywhere near this price, send it back, along with the attachments, and we'll refund every cent you've paid, including shipping costs.

Its BEATING—SWEEPING—SUCTION action takes the dirt out without injuring rugs. It has nozzle adjustment for rugs of different thicknesses... molded rubber furniture guard... sturdy polished aluminum castings... 3-position pistol grip handle... motor driven center sweep brush... powerful vertical bronze bearing motor... 20-ft. cord with rubber plug. Listed by Underwriters' Laboratories. For any 110-120-volt current. Shipping weight, 22 pounds.

20 V 9892—Cash... \$23.95  
Easy Payment Price (\$3 down; \$3 a month)..... \$26.45

For Easy Payments See Page 5 Use Easy Payment Order Blank

32 volt cleaners available at same price; shipped from factory at Chicago, Ill., and you pay postage from there. Order from nearest Mail Order House.



### Heatmaster

#### Waffle Iron

Automatic! Perfect waffles every time! Rustless chromium finish. Cool bakelite handles. 8-in. cast aluminum grids. Highest grade long-life element. Detachable cord and plug. Listed by Underwriters. For 110-120-volt A.C. only. Chromium plated battery radio FREE. Shpg. wt., 2 lbs.

20 V 11891 \$5.75

### Heatmaster

#### Toaster-Grill

4-in-1! Bakes waffles! Toasts sandwiches! Grills and fries eggs, chops, etc. Chromium finish. Bakelite handles. Cord and plug. Grids, 5½ x 8½ inches. Listed by Underwriters. For any 110-120-volt current. Handy spatula FREE. Shipping weight, 9 lbs. 8 oz.

20 V 12861... \$3.75

### Heatmaster

#### Automatic Iron

800 Watts. Saves current—time—clothes! Fully chromium plated. Cool handle, thumb rest. Weighs 6½ lbs. 14% more ironing surface than most irons. Listed by Underwriters. For 110-120-volt A.C. only. FREE Retractor-cord set. Shpg. wt., 7 lbs. 8 oz.

20 V 45401... \$3.98

SEE SEARS BIG CATALOG FOR OTHER ELECTRICAL VALUES SEARS

PAGE 61



## Gift Shirts... ANY ONE

INDIVIDUALLY MONOGRAMMED FOR ONLY

A rich looking monogram on the sleeve adds a dollar's worth of smartness—a dollar's worth of personality—to ANY dress shirt. Each initial is  $\frac{1}{4}$  inch high, embroidered on the left sleeve. Colors: Navy, Green, Brown, Maroon, Yellow, White. HOW TO ORDER: PRINT INITIALS plainly, and state color wanted. Add to your remittance the charge for monogramming.

**13¢**  
EXTRA  
Each Shirt

BROADCLOTH WITH  
INTERWOVEN RAYON

THE SHEEN OF SILK  
... IT GLISTENS



### Something He'll Remember!

**\$1.35**  
EACH

3 FOR  
**\$3.95**

Beautifully tailored shirts made of a fabric that steps right out of the 'ordinary' class and distinguishes itself with a richer luster. Actually made of strong cotton broadcloth finished up by interwoven rayon yarns. Guaranteed pre-shrunk, vat-dye colors. Attached soft collar and one pocket. A very impressive gift in its transparent wrapper. Shpg. wt., ea., 11 oz.; of three, 1 lb. 13 oz.

HALF SIZES: 14 to 17. SLEEVE LENGTHS: Short, Medium and Long. State size and sleeve length.

33 V 290—White

33 V 291—Blue

### And Sanforized-Shrunk

**89¢**  
EACH

3 FOR  
**\$2.59**

Only GOOD shirts are Sanforized—it's the best shrinking process known. And only GOOD broadcloths are made of such fine COMBED cotton yarns. You'll recognize the tailoring as the \$1.29 kind. Vat-dye colors. Transparent wrapper. Attached soft collar. Shpg. wt. ea., 11 oz.; 3 lbs. 13 oz.

HALF SIZES: 14 to 17. SLEEVE LENGTHS: Short, Medium and Long. State size, sleeve length and color.

33 V 360—Plain White 33 V 361—Plain Blue  
33 V 362—Patterns in Blue, Tan or Gray



## Gift Ties

THE KIND HE  
WOULD BUY  
FOR HIMSELF



### Real Beauties Hand Tailored

**49¢**  
EACH Your choice of five types of patterns—in a wide choice of colors—every one a new creation, woven especially for the 1937 Holiday season! Wool bias cut lining and patented resilient construction. Fine Bemberg and other rayon. Each packed in a gift box. Order two or three—they're gifts you'll be proud to give.

PATTERNS: (1) Figures. (2) Stripes. (3) Satins in Plaid Effects. (4) Pernians. All offered in GROUND COLORS: Blue, Maroon or Brown.

PLAIN COLORS: (5) Blue, Gray, Maroon, Brown, Black or Green. State pattern number and color.

33 V 8414—Shipping weight, 3 ounces.

### A Big Handful of Super Values

**29¢**  
EACH Some of the finest 50¢ ties a man ever snugged up to his collar. Good looking cheerful patterns and rich plain colors made of silk-like rayon fabrics. Machine tailored with a wool and cotton mixed lining. Each tie individually boxed, unusual at this price.

COLORS: Blue, Maroon or Brown. State color. Shipping weight, 3 ounces.

33 V 8423—Plain Colors

33 V 8424—Figures

33 V 8425—Stripes

### Non-Wilt Collars—In Box

Usual \$1.95 shirts in everything but price. Patterns are woven right in the lustrous cotton shirtings (not printed). Plain white is cotton broadcloth of unusually high thread count. Collars are fused... won't wilt, wrinkle or curl. Guaranteed PRE-SHRUNK for lasting fit. VAT-DYE colors.

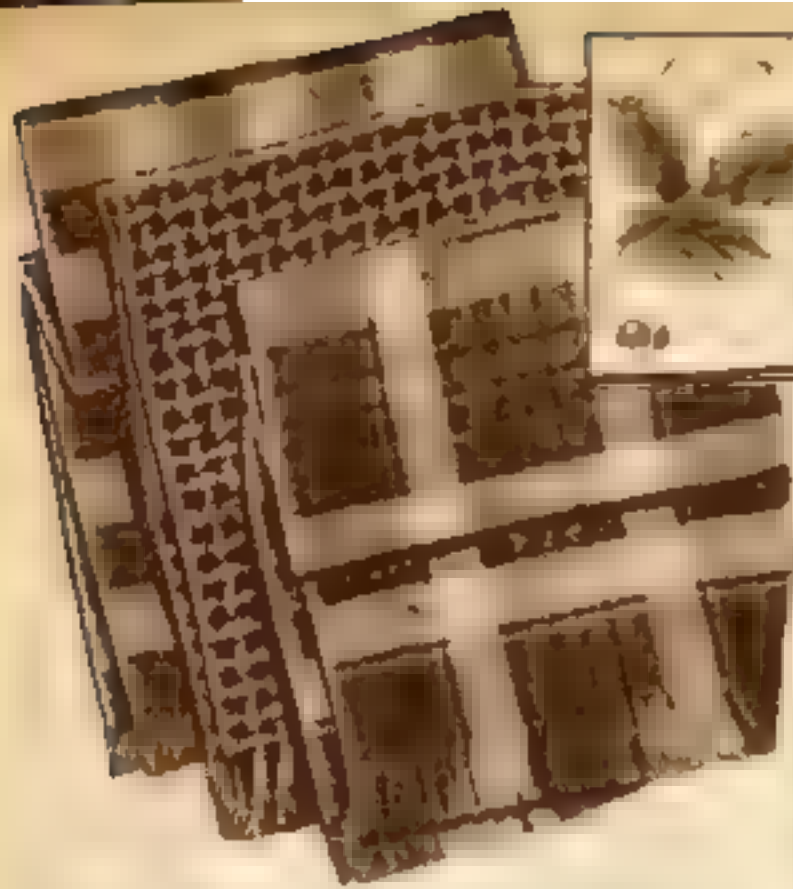
HALF SIZES: 14 to 17. SLEEVE LENGTHS: Short, Medium and Long. State size and sleeve length. Shpg. wt., each, 1 lb. 3 oz.; 3, 3 lbs. 5 oz.

33 V 240—Plain White

33 V 241—Blue Check

33 V 242—White with Blue Woven Figures

**\$1.59** EACH



### Wool Worsted Mufflers

Guaranteed to please men of all ages! Made of all wool worsted (that means only the longest and strongest wool yarns are used). A variety of colorful smart plaid patterns all similar to illustrations. A real thrift gift! About 11½x48 inches including the fringe. Attractively packed in gift box.

Colors: Blue, Maroon, Brown or Gray. State color wanted.

33 V 9582—Shipping weight, 7 oz.

**47c**  
EACH

## Gift Accessories

REAL ASSETS TO A GENTLEMAN'S WARDROBE... MONEY-SAVING PRICES



### New 3-in-1 Gift Set!

1 Belt made of box grain bridle leather, 1½ inches wide. 2 TIALED buckle, two-tone silver and gold finish. 3 Good looking ash tray of fireproof plastic barwood.

Even Sizes: 30 to 42 inch waist. State size and PRINT INITIAL. Any initial except I, O, Q, U, V, X, Y or Z. Shipping wt., 13 oz.

33 V 8900—Black 33 V 8901—Brown

**79c**  
A SET



### BIG SOFT "BEACONS"

A GOOD BET FOR DAD

Robes are one of those much needed accessories that a man just won't buy for himself. That's why gift robes are always received so heartily. This one is made of "Beacon" cotton blanket cloth, extra warm and extra comfortable because it's EXTRA HEAVY. Double shawl collar. Big roomy sizes. Full cord trim. All seams strongly reinforced. Three pockets. Rayon cord girdle. Packed in gift box. Assorted patterns.

Colors: Blue, Brown or Gray

Even Sizes: 34 to 48-inch chest. State size and color.

33 V 7499—Shpg. wt., 3 lbs. 8 oz.

**\$3.95**  
EACH



### Garter-Suspender Set

Suspenders have new clip ends and adjustable "H" back that gives free action. Single grip garters have satin-faced pads.

Colors: Blue, Maroon, Brown. Also Black with White. State color.

33 V 8606—Shipping weight 12 ounces.

**79c**  
A SET

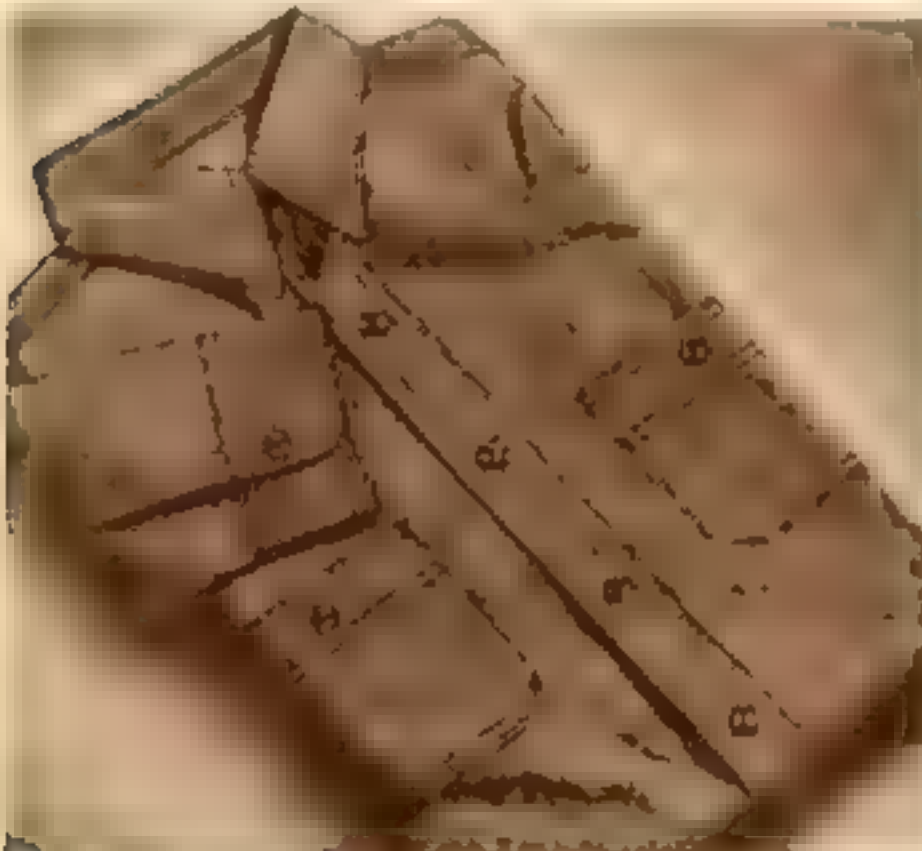
### "Velvet Grip" Garters

Famous Boston brand... with the silk-faced satin pads. Nickel plated steel metal parts. Boxed with Holiday cellophane. Shipping weight, a pair, 3 ounces.

33 V 9112 Double Grip

33 V 9114 Single Grip

**33c**  
**25c**



### 3 FEATURES MAKE IT AN IDEAL Gift Work Shirt

1. It's cotton covert cloth, tightly woven, won't show dirt or grease readily.
2. It's Sanforized-Shrunk... No amount of washing can shrink it out of fit.
3. It's a Heavyweight... One of the strongest and most durable of its kind.

Made in coat style with two button-through pockets, triple stitched main seams and non-rip sleeve facings. Worth 98c!

Half Sizes: 14½ to 17. State size, Shipping weight, each, 15 ounces, three, 2 pounds 9 ounces.

33 V 576—Blue 33 V 576—Gray  
33 V 577—Tan

**69c Each** **3 for \$2.00**



ALL PAJAMAS ARE NOT

**Gift Pajamas**  
THESE ARE!

**Royal Ascot**  
**\$1.45 A Suit** **2 for \$2.79**

You know Royal Ascot dress shirts... You know their reputation for style, fabric and tailoring. Here's that same measure of quality in Royal Ascot Pajamas. Very latest patterns in fine quality cotton broadcloth and silk like luster satens. Regular \$1.65 to \$1.95 values. Covered side elastic in trousers for comfort. Assorted colors.

Sizes: A (34 to 36), B (38 to 40), C (42 to 44), D (46 to 48), E (50 to 52-inch chest). Order by size letter. Shipping weight, a suit, 14 ounces; of two, 1 pound 10 ounces.

33 V 7353—Notch Collar Coat  
33 V 7354—Middy Style  
33 V 7355—Coat Style

**WARM FLANNELETTE**  
**89c A Suit** **2 for \$1.75**

Comfortable flannelette pajamas. Cut big for a roomy fit and made in attractive striped patterns. Trousers have an elastic insert in waistband. Coat style is frog trimmed and has military style collar. Medium weight. Assorted patterns and colors.

Sizes: A (34 to 36); B (38 to 40); C (42 to 44); D (46 to 48); E (50 to 52-inch chest). Order by size letter. Shipping weight, each, 1 pound, of two, 1 pound 14 ounces.

33 V 974—Military Coat Style  
33 V 975—Middy Style

SEARS ✓ PAGE 63

*"Boy are we lucky"*



## Gift Sweaters

**"TWINS" WITH THE  
NEW SHORT NAP!  
REAL BEAUTIES**



FOR MEN

**\$3<sup>39</sup>**  
EACH

FOR BOYS

**\$2<sup>98</sup>**  
EACH

**ALL WOOL . . .** Soft and springy, slightly napped, firmly knit. Famous "Supreme" Label inside certifies that all yarns used are wool.

**SHIRRED BACK . . .** Gives Free-swing action, adds to its smartness. Man or boy, it's a feature he'll like.

**FULL ZIP COAT** has knitted tabs and metal rings for neater fit. Two pockets. V-shaped neck.

**TAPED SEAMS** at shoulders make it neater inside. Full length slide fastener is rustless.

**SLEEVELESS PULLOVER** has U-V Neck. Comfortably proportioned.

### MEN'S SIZES

EVEN SIZES: 34 to 44. *State size.* Shpg. wt., 1 lb. 7 oz.

**33 V 1515**  
Blue Heather

**33 V 1516**  
Brown Heather

### BOYS' SIZES

EVEN SIZES: 28 to 36-inch chest. *State size.* Shipping weight, 1 lb. 6 oz.

**33 V 1714**  
Blue Heather

**33 V 1715**  
Brown Heather



**MONEY-SAVING**

## Gift Ideas

**FOR BOYS 6 TO 16 YEARS**



### Boys' Pre-Shrunk Gift Shirts

**79¢**  
EACH

**3 FOR**

**\$2<sup>29</sup>**

Pressed with the collar in "stand up" position to make it more attractive. In 13 shiny transparent gift package. All pre-shrunk. Plain white is sturdy cotton broad with patterns are fine count cotton shirting, all valid-fast colors.

JUVENILE SIZES: 8, 10, 12 years. *State size.* Shipping weight, each, 7 ounces. 3 1/2 pound 1 ounce.

BOYS' SIZES: 12 1/2, 13, 14, 14 1/2 inch neck. *State size.* Shpg. wt., each 9 oz. 3, 1 lb. 7 oz.

Regular Soft Collar      Button-Down Collar  
**33 V 1405—White**      **33 V 1407—Patterns**  
**33 V 1406—Patterns**



### Boys' Lined Mittens

Young America's favorite mittens. Genuine grain cowhide chrome tanned, soft and flexible. Warm and soft fleeced cotton lining. Snappy elastic web wrist. Shipping weight, 6 oz.

Sizes: 5 to 14 years. *State size.*  
**33 V 3953—Tan**  
**33 V 3954—Brown**      **33 V 3955—Black**

### Wool Hockey Cap

Not just wool—but worsted wool—that means only the longest, strongest wool yarns are used. Snappy colors with contrasting trim. One size, fits every boy. Shipping weight, 4 ounces.

**33 V 4940—Maroon**      **33 V 4941—Navy**  
**33 V 4942—Royal Blue**      **33 V 4943—Brown**

### Boys' Western Belt

A new copy of the big studded belts. Full grain cowhide leather in hand tooled effect, decorated with sparkling jewel stones and metal studs. Engraved style nickel plated steel buckle and loop. Shipping wt., 4 oz.

EVEN SIZES: 24 to 30-inch waist. *State size.*  
**33 V 8925—Black**      **33 V 8926—Tan**

### Patterned Ties

Young fellows like their ties plenty "hot"—and these are! Easy to tie and keep in shape. Durable rayon fabrics in attractive gift box. Shipping weight, 4 ounces.

COLORS: Blue, Red, Brown or Green. *State color.*  
**33 V 8540—Stripes**      **33 V 8541—Plaids**

# Gift Gloves FOR HIM

RICH LEATHERS WITH THE SMOOTH, QUALITY FEEL THAT MEN LIKE



## Proved by CCC Men

Chopper is Grain cowhide leather, chrome tanned, adjustable leather strap on back. Removable liner is firmly knit of 44% wool yarns, balance cotton. Shipping weight, 9 ounces.

MEN'S SIZES: Large and extra large. State size.

33 V 4430—Tan 33 V 4431—Black  
BOYS OR YOUTHS: Same as above but made for youths and larger boys. One size only.

33 V 3975—Tan

**89c**  
A PAIR

## Lined Capeskin

Choice of two popular styles in smooth chrome tanned leathers. Neatly patterned lining of rayon and cotton fleece. Half outseam sewn. Stitched backs. Shipping weight, 5 ounces.

HALF SIZES: 7½ to 10½. State size.

Button Top

33 V 4206

Brown

33 V 4207

Black

**98c**  
A PAIR

Slip-On

33 V 4226

Brown

33 V 4227

Black

## Smooth Horsehide

If he's hard on dress gloves, he'll appreciate these. Smart and dressy, yet they'll stand up and take it.

won't scuff. Made of all grain side chrome tanned horsehide. Fleece rayon and cotton lining. Outseam sewn, stitched backs. Adjustable strap at wrist.

HALF SIZES: 8 to 10½. State size. Shipping weight, 6 ounces.

33 V 4231—Black

**\$1.49**  
A PAIR

## All Fur Lined Warm and Soft

GENUINE CAPEKIN LEATHER **\$2.49**  
A PAIR

Supreme gift glove of the season. Noticeably superior by any standard of comparison. Warm, every inch lined with clipped cone rabbit fur. Button top has windshield for extra protection against cold.

Dressy. Leather is chrome tanned for softness, back has hand staggered effect, full outseam sewn for better fit. Each pair individually packed in gift box.

HALF SIZES: 8 to 10½. State size. Shpg. wt., 6 oz.

33 V 4247—Brown

33 V 4248—Black

# Gift Gloves FOR EVERY STYLE A HIT... IO TO I SHE NEEDS THEM... WOMEN ALWAYS DO



## Lined Lambskin

Winter warmth plus fashionable style and sleekness. Soft chrome tanned leather lined with fleeced rayon and cotton. Stitched backs. Half outseam sewn.

HALF SIZES: 6 to 8½. State size. Shipping wt., a pair, 4 oz.

Snap Fastener Wrist

33 V 3670—Black 33 V 3671—Brown

Slip-On Model

33 V 3672—Black 33 V 3673—Brown

**98c**  
A PAIR

## The "Continental"

A new creation in double woven cotton chambray suede fabric. Back is streamlined by a design in hand sewn stitching. Cuff strap is also hand sewn. Shirred elastic for better fit. Overseam sewn. Made in Czechoslovakia.

COLORS: Black, Brown or Navy Blue. HALF SIZES: 6 to 8½. State size and color.

33 V 2609—Shipping weight, 3 oz.

**69c**  
A PAIR

## Genuine Kidskin

Every woman knows the thrill of fine kid. Hand sewn rolled top and embroidered backs. Cuffs are gathered and flared. Table cut. Overseam sewn. Made in Czechoslovakia.

COLORS: Black, Brown or Navy Blue. Quarter Sizes: 6 to 8. State size and color.

33 V 3005—Shipping wt., 4 oz.

**\$1.98**  
A PAIR

## A New Lead for 1938 Styles


LIGHT WEIGHT CAPEKIN **\$1.49**  
A PAIR

A different twist to the way they're fashioned. Pattern cut for a nearer fit. Contrasting stitching on back has a slenderizing effect. Self bound top. Half pique sewn.

COLORS: Black or Brown. QUARTER SIZES: 6 to 8. State size and color.

33 V 3080—Shpg. wt., 4 oz.

NEW WIDE SELECTION OF GLOVES IN SEARS BIG CATALOG

SEARS  PAGE 265

# MEN'S HUSKY HI-CUTS



16 IN.  
HIGH

\$3.49  
PAIR



16 IN.  
HIGH

\$2.39  
PAIR

## Solid Leather

—Double-tanned black cowhide leather uppers—Two oak-tanned leather soles, brass plated nailed and sewed—Vamps triple-stitched with strong harness thread—Sturdy sole leather counters—Grain leather insole—13-nail rubber heels

Hi-Cuts like these make just the kind of gift many men prefer!

MEN'S SIZES 6, 6½, 7, 7½, 8, 8½, 9, 9½, 10, 10½, 11 and 12. Wide width. State size. Shipping weight, 4 pounds 2 ounces.

67 V 4961—Pair \$3.49

## Economy Value

—Sturdy, serviceable waxed black split cowhide leather uppers—Moisture-resisting rubber caulk welts moulded to extra thick "Compo" outsoles—Leather insoles—13-nail rubber heels

Sturdy and serviceable—they'll give you more than your money's worth of long satisfactory wear. Make fine gifts, too.

MEN'S SIZES 6, 6½, 7, 7½, 8, 8½, 9, 9½, 10, 10½, 11 and 12. Wide width. State size. Shipping weight, 4 pounds, 4 ounces.

67 V 4962—Pair..... \$2.39

2  
STURDY  
LEATHER  
SOLES

# GIVE Slippers



## Leather Sole Hi-Lo Style

98c  
PAIR

—Fine quality brown felt uppers—Warm checked "up-or-down" collar—Kid leather reinforced toe—Sturdily reinforced counter—Tough, pliable leather sole—Comfortable rubber heels

MEN'S SIZES 6, 7, 8, 9, 10, 11 and 12. Wide width. State size. Shipping weight, 1 pound 8 ounces.

67 V 3904—Pair..... 98c

# BOYS' HUSKY HI-CUTS FOR SCHOOL AND PLAY



14 IN.  
HIGH

\$2.98  
PAIR

—Brown elk-grained leather uppers—2-inch blanket lined "up-or-down" cuff—Goodyear sewed soles—One-piece grain leather insole—Tire-Gard sole and heel

BOYS' SIZES 1, 1½, 2, 2½, 3, 3½, 4, 4½, 5 and 5½. Wide width. State size. Shipping weight, 3 lbs. 6 oz.

67 V 5632—Pair... \$2.98

## Rugged

\$2.59  
BOYS'

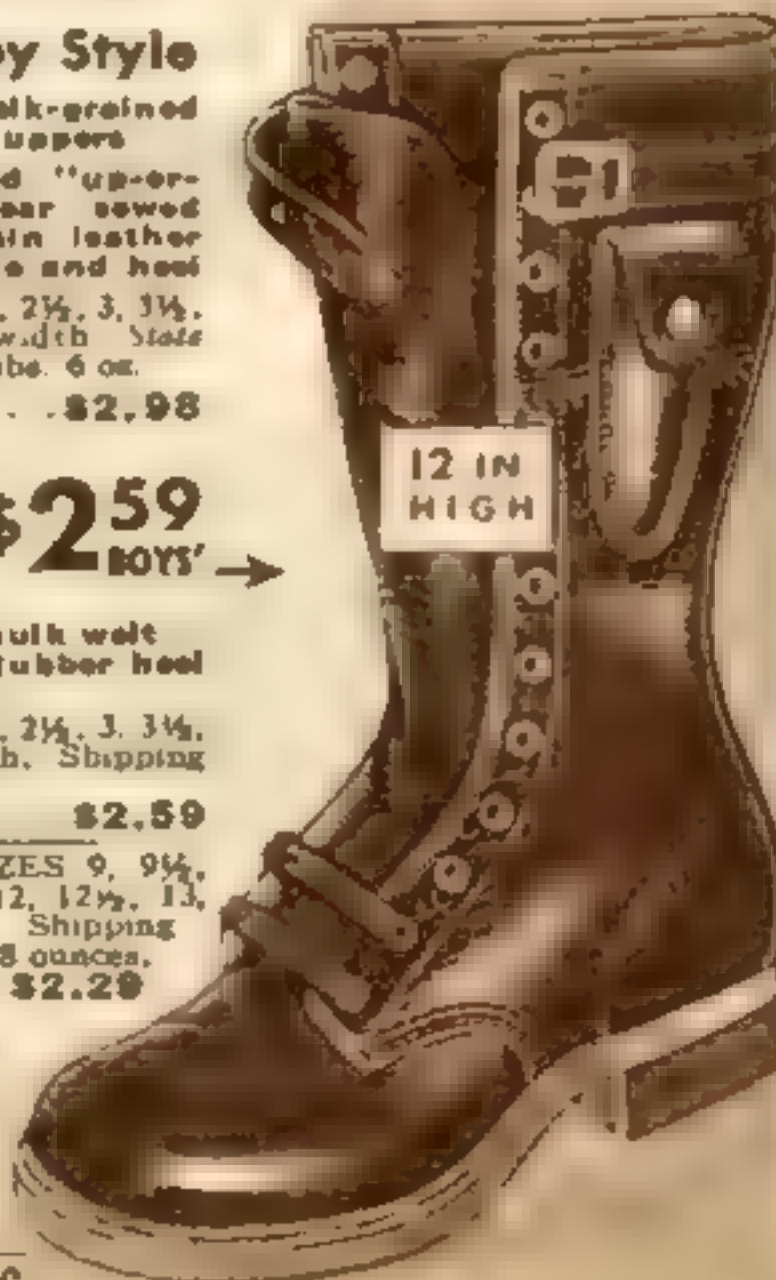
—Black elk-grained leather uppers—Leather insole—Moisture-resisting caulk welt—"Compo" outsole—Rubber heel

Wide width. State size. BOYS' SIZES 1, 1½, 2, 2½, 3, 3½, 4, 4½, 5, 5½. 12 in. high. Shipping weight, 3 pounds.

67 V 5602—Pair \$2.59

SMALL BOYS' SIZES 9, 9½, 10, 10½, 11, 11½, 12, 12½, 13, 13½. 11 in. high. Shipping weight, 2 pounds 8 ounces.

67 V 5601—Pair \$2.29



12 IN.  
HIGH



\$1.69  
MEN'S

ALSO IN  
BOYS'  
SIZES

95c  
A MEN'S

## Warm Sheep Wool Lined

MEN'S SIZES 6, 7, 8, 9, 10, 11 and 12. BOYS' SIZES 1, 2, 3, 4 and 5. Wide width. State size.

(A) Economy Priced

—Natural color sheepskin wool felt uppers—Chrome-tanned natural color leather sole

67 V 3908—MEN'S. Shipping weight, 14 ounces. Pair..... 95c

67 V 3962—BOYS'. Shipping weight, 12 ounces. Pair..... 89c

(B) Leather Soled

—Natural color sheepskin wool felt uppers—Oak-tanned leather sole—Rubber heel

67 V 3937—MEN'S. Shipping weight, 1 pound 6 ounces. Pair..... \$1.69

67 V 3963—BOYS'. Shipping weight, 12 ounces. Pair..... 1.59

# PRACTICAL AND COMFORTABLE



## Flexible Hand Turned

—Soft brown elk-grained leather uppers—Tough oak tanned leather soles—Comfortable rubber heels

Hand turned soles—mark of flexible comfort and superior quality. MEN'S SIZES 6, 7, 8, 9, 10 and 11. Wide width. State size. Shipping weight, 1 pound 6 ounces.

67 V 3914—Pair.....\$1.49

## Soft, Pliable Comfort

—Soft, pliable black kid-skin leather uppers—Flexible oak-tanned leather soles—Leather lined quarter—Live rubber heels

A style any man will like! MEN'S SIZES 6, 6½, 7, 7½, 8, 8½, 9, 9½, 10, 10½, 11 and 12. Wide width. State size. Shipping weight, 1 pound 8 ounces

67 V 3944—Pair \$1.79



5  
INCHES  
HIGH  
AT  
BACK

"OLD  
RELIABLE" \$1.85  
MEN'S

—Soft, pliable kidskin leather uppers—Long-wearing kid leather lined quarter—Drill lined vamp—Fine quality side going—Flexible stitchdown construction—One-piece grain leather midsole—Oak-tanned leather outsole—Rubber heel

Sears finest slipper—the "Gift of Gifts" for both father and son! Wide width. Order half size larger than shoe

MEN'S SIZES 6, 6½, 7, 7½, 8, 8½, 9, 9½, 10, 10½, 11 and 12. Shipping weight, 2 pounds and 5½. Shipping wt. 1 lb. 5 oz.

67 V 3936—Brown \$1.85  
67 V 3946—Black \$1.69  
67 V 3956—Brown Pair



\$1.49<sup>D</sup>  
PAIR



89c<sup>F</sup>  
MEN'S



\$1.10<sup>H</sup>  
PAIR



98c<sup>C</sup>  
PAIR



89c<sup>E</sup>  
MEN'S



89c<sup>G</sup>  
PAIR



65c<sup>J</sup>  
MEN'S

TOE DESIGN  
OF BOYS' STYLE

(C) Leather Soled Felt  
—Soft gray felt uppers—Reinforced, tipped toe prevents scuffing through—Sturdy counter—Flexible stitchdown construction—Oak-tanned leather sole—Comfortable rubber heel  
MEN'S SIZES 5, 6, 7, 8, 9, 10, 11 and 12. Wide width. State size. Shipping weight, 1 lb. 4 oz.

67 V 3901—Pair 98c

(D) Felt Lined Boots  
—Soft, brown genuine kidskin uppers—Warm sheepskin collar—Comfortable, padded chrome leather sole and heel. Wide width. State size  
MEN'S SIZES 6, 7, 8, 9, 10 and 11. Shipping wt. 1 lb. 2 oz.

67 V 3900—Pair \$1.49

(E) Stylish New Everett  
—Alligator grained black leather-like fabric uppers—Semi-hard, flexible leather sole—Rubber heel  
Wide width. State size  
MEN'S SIZES 6, 7, 8, 9, 10 and 11. Shipping wt. 1 lb. 6 oz.

67 V 3947—Pair 89c

BOYS' SIZES 1, 2, 3, 4, 5  
67 V 3967—Shpg. wt. 12 oz. Pair 79c  
(F) Soft Elk-Grained Leather  
—Brown elk-grained cowhide leather uppers—Cotton fleeced lining—Padded chrome leather sole and heel. Wide width. State size  
MEN'S SIZES 6, 7, 8, 9, 10, 11, 12. Shipping wt. 12 oz. Pr 89c

67 V 3919—Shpg. wt. 12 oz. Pr 79c  
BOYS' SIZES 1, 2, 3, 4, 5  
67 V 3959—Shpg. wt. 11 oz. Pr 79c

(G) Novelty Pattern  
—Smartly checked Arctic cloth uppers with contrasting felt trim—Padded chrome leather sole and heel. Wide width. State size  
MEN'S SIZES 6, 7, 8, 9, 10, 11 and 12. Shipping wt. 1 lb. 2 oz.

67 V 3905—Brown and White, Brown Trim 89c

67 V 3911—Black and White, Black Trim 89c  
(H) Semi-Hard Leather Sole  
—Brown kidskin leather uppers—Comfortable roomy last—Rubber heel. Wide width. State size  
MEN'S SIZES 6, 7, 8, 9, 10, 11 and 12. Shipping wt. 1 lb. 2 oz.

67 V 3917—Pair \$1.10

(J) Bargains!  
—Sturdy brown felt uppers, leather tipped to prevent scuffing through—Comfortably padded chrome leather sole and heel  
Wide width. State size. MEN'S SIZES 6, 7, 8, 9, 10, 11 and 12. Shipping weight, 15 ounces.

67 V 3912 65c

Pair  
BOYS' SIZES 1, 2, 3, 4 and 5 Shipping weight, 9 ounces.  
67 V 3965 59c  
Pair

FOR  
WOMEN!



(D)  
\$1.64  
Pr.

(C) \$1.00  
Pr.

"HOLLY DAY" SUGGESTIONS



(A) 59c  
Pr.

FOR  
CHILDREN!

**(A) Misses' Choice**  
—Bright rayon velvet  
—Matching rayon lining  
—Padded leather sole  
—Low comfortable heel  
SOMETHING NEW! Hi-front D'orsay just like Mother's. Snug, comfortable, long-wearing. Colorful braided trim and pompon. Corded center seam. HOLIDAY SAVINGS. GIRLS' SIZES 9, 10, 11, 12, 13, 1, 2, 3. Wide width. State size. Shipping weight, 15 ounces.  
15 V 945—Red.  
15 V 946—Blue. Pair.. 59c

**(C) Mother's Romeo**  
—Soft kidakin uppers  
—Easy-flexing semi-hard leather soles —Elastic lacing —Rubber heels  
The perfect gift for mother or daughter... a pair of these handsomely feminine, down-right comfortable Romeos! WOMEN'S SIZES 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8, 9. Wide width. State size. Shipping weight, 1 pound 4 ounces.  
15 V 3646—Brown.  
15 V 3647—Black. Pair.. \$1.00

**(B) Christmas Cheer**  
—Natural sheepskin booties  
—Sheep's wool lined throughout  
—Brown rayon plush collar  
—Flexible hard leather sole  
Downy, warm sheep's wool... the softest, snuggliest lining in the world! No wonder children love these slippers. GIRLS' AND BOYS' SIZES 9, 10, 11, 12, 13, 1, 2. Wide width. State size. Shpg. wt. 15 oz.  
15 V 947—Pair... \$1.39

**(D) A Warm Gift!**  
—Genuine natural color sheepskin leather outside —Fleecy sheep's wool lining, cuff and sock lining —Flexible hard leather sole; rubber heel  
Sheepskin booties! Warmest, most comfortable slippers you can own. SPECIAL HOLIDAY PRICE. Order early. WOMEN'S SIZES 3, 4, 5, 6, 7, 8, 9. Wide width. State size. Shpg. wt. 1 lb 4 oz.  
15 V 3664—Pair \$1.64



# Giftworthy

Slippers to Carry Your Greetings

DESCRIPTIONS OF SLIPPERS ON OPPOSITE PAGE

**(E) Christmas Savings**  
—Rich, rayon velvet D'orsay  
—Warm sheep's wool cuff  
—Padded leather sole  
—1½-inch covered heel  
WOMEN'S SIZES 4, 5, 6, 7, 8, 9. Wide width. State size. Shipping weight, 1 pound 2 ounces.  
15 V 3668—Red.  
15 V 3669—Blue.  
15 V 3670—Black. Pr. \$1.19

**(G) Worth \$3.00 a Pair**  
—Fine quality kidakin —Full sheep's wool lining and cuff  
—Flexible hard leather sole  
—Low rubber heel  
WOMEN'S SIZES 4, 5, 6, 7, 8, 9. Wide width. State size. Shipping weight, 1 pound 6 ounces.  
15 V 3661—Red.  
15 V 3662—Blue.  
15 V 3663—Black. Pr. \$2.39

**(J) Butterfly Bow**  
—Floral printed rayon crepe  
—Soft padded leather sole  
—1½-inch covered heel  
Slippers, to give or to keep! WOMEN'S SIZES 4, 5, 6, 7, 8, 9. Wide width. State size. Shipping weight, 1 pound 2 ounces.  
15 V 3686—Burgundy.  
15 V 3685—Blue.  
15 V 3687—Brown. Pr. \$1.00

**(L) What a Comfort!**  
—Fine soft rayon velvet  
—Flexible hard leather sole  
—1½-inch covered heel  
WOMEN'S SIZES 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8, 9. Wide width. State size. Shipping weight, 1 pound 2 ounces.  
15 V 3665—Red.  
15 V 3666—Blue.  
15 V 3667—Black. Pair. 98c

**(N) In Best of Taste**  
—Rich looking rayon velvet  
—Printed rayon crepe panel  
—Flexible hard leather sole  
—1½-inch covered heel  
WOMEN'S SIZES 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8, 9. Wide width. State size. Shpg. wt., 1 lb. 2 oz.  
15 V 3640—Red.  
15 V 3641—Blue.  
15 V 3642—Black. Pr.. \$1.19

**(R) Style and Utility**  
—Soft kid D'orsay —Colorful rayon lining —Flexible semi-hard leather sole —1½-in heel  
WOMEN'S SIZES 4, 5, 6, 7, 8, 9. Wide width. State size. Shipping weight, 1 pound 2 ounces.  
15 V 93671—Blue.  
15 V 93670—Red.  
15 V 93672—Black. Pair..... 98c

**(F) Holiday Bargain**  
—Brocade rayon satin  
—Patent leather-like trim  
—Padded leather sole  
—1½-inch covered heel  
WOMEN'S SIZES 4, 5, 6, 7, 8, 9. Wide width. State size. Shipping weight, 1 pound 2 ounces.  
15 V 3658—Blue.  
15 V 3659—Burgundy.  
15 V 3660—Black. Pair. 98c

**(H) Hi-Front D'orsay**  
—Brocade rayon satin  
—Padded leather sole  
—1½-inch covered heel  
They're a pleasure to wear! WOMEN'S SIZES 4, 5, 6, 7, 8, 9. Wide width. State size. Shipping weight, 1 pound 2 ounces.  
15 V 3652—Blue.  
15 V 3653—Burgundy.  
15 V 3654—Black. Pair 84c

**(K) A Gift in Price**  
—Fine, rich rayon velvet —White sheerling trim —Soft padded leather sole —1½-inch covered heel  
GRAND, for stay-at-home leisure! WOMEN'S SIZES 4, 5, 6, 7, 8, 9. Wide width. State size. Shpg. wt. 1 lb. 2 oz.  
15 V 3672—Blue.  
15 V 3671—Red.  
15 V 3673—Black. Pair \$1.00

**(M) Beautiful Style**  
—Rayon velvet —Contrasting velvet panel —Open Toe  
—Easy-bending hard leather sole  
—1½-inch covered heel  
WOMEN'S SIZES 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8, 9. Wide width. State size. Shipping weight, 1 lb. 2 oz.  
15 V 3643—Blue.  
15 V 3644—Burgundy.  
15 V 3645—Black. Pr. \$1.19

**(P) Match Your Robe**  
—Warm "arctic" cloth —Felt lining and collar —Flexible hard leather sole —Rubber heel  
Wonderfully comfortable! Sturdy, too. WOMEN'S SIZES 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8, 9. Wide width. State size. Shipping wt., 1 lb. 2 oz.  
15 V 3650—Blue.  
15 V 3651—Brown.  
15 V 3649—Wine. Pair.. 89c

**(S) Soft and Warm**  
—Rayon velvet —Cotton fleece lined —Sheep's wool cuff  
—Soft padded leather sole —1½-inch covered heel  
WOMEN'S SIZES 3, 4, 5, 6, 7, 8, 9. Wide width. State size. Shipping weight, 1 pound 4 ounces.  
15 V 3675—Burgundy.  
15 V 3674—Blue.  
15 V 3676—Black. Pair \$1.00

Ⓔ

\$1<sup>19</sup>  
PAIR



Ⓕ

98c  
PAIR



Ⓖ

\$2<sup>39</sup>  
PAIR



DESCRIPTIONS ON OPPOSITE PAGE

Ⓗ

84c  
PAIR



Ⓙ

\$1<sup>00</sup>  
PAIR



Ⓚ

\$1<sup>00</sup>  
PAIR



GIVE THE GIFT OF COMFORT

Ⓛ

98c  
PAIR



Ⓜ

\$1<sup>19</sup>  
PAIR



Ⓝ

\$1<sup>19</sup>  
PAIR



WARM CHEER FOR CHRISTMAS

Ⓟ

89c  
PAIR



Ⓡ

98c  
PAIR



Ⓢ

\$1<sup>00</sup>  
PAIR



✓ PAGE 69

WishbookWeb.com



to the  
American Family  
From Dad

**STYLED LIKE A \$6 ROBE**

**\$2<sup>59</sup>**

• Different Plaid on Each Side • Reversible

• Part Wool • • Heavy

60x72 Inches. Weight, 3<sup>7</sup>/<sub>8</sub> Lbs.

—Made of 20% wool, balance cotton

Imported from Italy where fine robes are a tradition, and where our buyer actually went to purchase it. You'd never guess it would sell for so little. This robe has style points usually found in robes costing \$6 and up . . . different colors and different pattern woven on each side, and 4-inch fringe on both ends. Every member of the family enjoys a robe like this. Take it along to football games and picnics, keep it in the car, or use it as a warm couch throw. Makes a real "just-what-we-wanted" gift.

Colors: Blue, Green, Brown, Gray or Tan predominating. *State color.* Shipping weight, 4 lbs. 2 oz

24 V 8501—Each.....\$2.59

**ALL WOOL • Extra Colorful**

**\$3<sup>79</sup>** 54x72 Inches. Weight, 2<sup>1</sup>/<sub>2</sub> Lbs.

A grand warm Motorobel! Rich in coloring and ready for years of practical service. Medium-weight, all wool robe, not as heavy as our 24 V 8518 at right, but a big value and an appreciated gift. Plaid pattern same on both sides . . . it's woven through and through. Four-inch all wool fringe on both ends.

Colors: Blue, Green, Brown or Gray predominating. *State color.* Shipping weight, 2 pounds 14 ounces.

24 V 8517—Each.....\$3.79

SEE OUR BIG GENERAL CATALOG FOR OTHER MOTOROBE VALUES

**ALL WOOL • Extra Heavy**

**\$4<sup>79</sup>** 58x76 Inches. Weight, 3 Pounds

Choose this extra heavy Motorobe for warmth and appearance. You'll be proud to carry it to the big game, or use it in the car. A robe like this has so many uses that it pays in the long run to buy the heavier quality. Every thread all wool; has the beautiful deep colors usually found only in high-priced robes. "Woven-through" plaids, same on both sides. Ends finished with 4-inch all wool fringe. A fine present for the "important" man on your list . . . it will be appreciated for years to come. Colors: Blue, Green, Brown or Gray predominating. *State color.* Shipping weight, 3 pounds 3 ounces.

24 V 8518—Each.....\$4.79



# America's Fastest Selling Blankets

SEARS GREATEST VALUES

Single Blanket

**50<sup>c</sup>** Ea.  
**2 for 97<sup>c</sup>**

Pair of Blankets

**98<sup>c</sup>** A Pair  
**2 Prs. for \$1<sup>90</sup>**

70x80-In. Pair

**\$1<sup>69</sup>** A Pair  
**2 Prs. for \$3<sup>29</sup>**

72x84-In. Pair

**\$2<sup>29</sup>** A Pair  
**2 Prs. for \$4<sup>45</sup>**

## STANDARD WEIGHT . . . Standard Size

Serviceable all cotton blankets of full standard weight . . . even at these low prices Sears don't skimp on weight. Only because we bought them at last year's low price can we afford to sell these blankets for so little. They're made of softly napped cotton in neat, colorful plaids, and finished with overlock-stitching. Highly practical for year 'round usefulness. Single blankets or pairs, both double bed size.

COLORS: Rose, Blue, Green or Orchid plaids, each with white. *State color.*

### Double Bed Size, 70x80 Inches

Single Blanket, Wt., 1½ Lbs.  
Shpg. wt., ea., 1 lb. 6 oz.  
24 V 7025—Each . . . 50<sup>c</sup>  
Two for . . . 97<sup>c</sup>

Pair of Blankets, Wt., 2½ Lbs.  
Shpg. wt., a pr., 2 lbs. 14 oz.  
24 V 7024—A Pair \$0.98  
Two Pairs for . . . 1.90

## CANNON . . . Not Less Than 5% Wool

No wonder these part wool pairs sell so fast! Our customers are quick to recognize real value, especially when offered at Sears extra low prices. Cannon quality blankets, made of cotton with 5% wool added . . . the wool makes them softer and fluffier than our all cotton blankets, at left. Two sizes, both large enough for a double bed. Pastel plaids with sateen binding at ends.

COLORS: Rose, Blue, Green or Orchid plaids, each with white. *State color.*

### 70x80-In. Pairs

Weight, Pr., 3 Lbs.  
Shpg. wt., a pr., 3 lbs. 6 oz.  
24 V 7444—A Pair \$1.69  
Two Pairs for . . . 3.29

### 72x84-In. Pairs

Weight, Pr., 3½ Lbs.  
Shpg. wt., a pr., 3 lbs. 15 oz.  
24 V 7445—A Pair \$2.29  
Two Pairs for . . . 4.45

SEE SEARS FALL CATALOG FOR MORE BLANKET VALUES

SEARS  PAGE 271

# America's Greatest PILLOWCASE VALUE

**SPECIAL  
CHRISTMAS  
PRICE**

**79<sup>c</sup>**  
A  
Pr.

- Hand Embroidered
- Hand Appliqued
- Made in America
- In Gift Boxes

The gift sensation of the year! Look at those features—think how many people on your Christmas list would be thrilled to have such a present! Firm white cotton. Size, about 20x33 inches. 2½-inch hemstitched hems and applique in following WASHFAST COLORS: Blue, Gold, Green, Orchid, Rose or White. *State color.*  
19 V 7109—Pair in Gift Box. Shpg. wt., 12 oz. .... **79c**

## Gifts so Lovely--

YOU'LL WANT TO KEEP THEM YOURSELF

### ALL LINEN

44x44  
Inches **89<sup>c</sup>**  
Ea.

Pretty as can be—makes a lasting gift! Colors: Ivory ground with multi-color hand blocked design in Red, Green or Brown predominating. *State color.*

Abt. 44x44 in.  
19V7142—Shpg. **89c**  
wt., 10 oz. Each.  
Abt. 51x51 in.  
19V7143—Shpg. **98c**  
wt., 11 oz. Each.  
Abt. 51x51 in.  
19V7144 Shpg. **\$1.49**  
wt. 1 lb. Each.  
12x12-in. Napkins  
19V7145—Shpg. **69c**  
wt., 5 oz. 6 for

### Rayon-Cotton

36x36 **21<sup>c</sup>**  
Inches Ea.

Imported. Has fine soft finish. Colors: Predominating Red, Blue, Gold or Green plaids. *State color.*

Abt. 36x36 in.  
19V7467 Shpg. **21c**  
wt., 6 oz. Each.  
Abt. 43x43 in.  
19V7468—Shpg. **39c**  
wt., 10 oz. Each.  
Abt. 52x52 in.  
19V7469—Shpg. **48c**  
wt., 12 oz. Each.  
Abt. 52x52 in.  
19V7470 Shpg. **69c**  
wt., 14 oz. Each.  
15x15-inch Napkins  
19V7471—Shpg. **29c**  
wt., 7 oz. 6 for

### FIVE LOVELY COLORS

GUEST BATH BATH WASH CLOTHS 5-PIECE  
TOWEL TOWEL MAT 6 FOR SET

**17<sup>c</sup> 29<sup>c</sup> 65<sup>c</sup> 35<sup>c</sup> \$1<sup>19</sup>**

### HEAVY, FLUFFY BEAUTIES

Gorgeous colors—height of fashion. Soft cotton terry. WASHFAST COLORS: Peach, Blue, Gold, Green, Orchid with fancy borders. *State color.*

Guest Towel	Bath Towel	Bath Mat	Washcloths
16x32-in	22x44-in	20x30-in	12x12-in
19 V 8679	19 V 8678	19 V 8628	19 V 8680
Shipping	Shipping	Shipping	Shipping
wt., 4 oz.	wt., 7 oz.	wt., 12 oz.	wt., 7 oz.
Each 17c	Each 29c	Each 65c	6 for 35c

5-PIECE SET—Consists of 1 guest towel, 1 bath towel, 2 washcloths, 1 bath mat.  
19 V 8689—Shipping weight, 1 lb. 8 oz. Set **\$1.19**

### DEEP PILE TUFTS

Velvety-soft bathroom luxury. Matched sets are an appreciated gift. 18x32 inch tufted cotton bath mat, standard size lid cover. WASHFAST COLORS: Blue, Green, Gold, Orchid or Rose; also Black and White (not illustrated). *State color.*

Shipping weight, 1 lb. 1 oz.  
19 V 8889  
2-Piece Set **\$1.39**

GUEST BATH BATH WASH CLOTHS 5-PIECE  
TOWEL TOWEL MAT 3 FOR SET

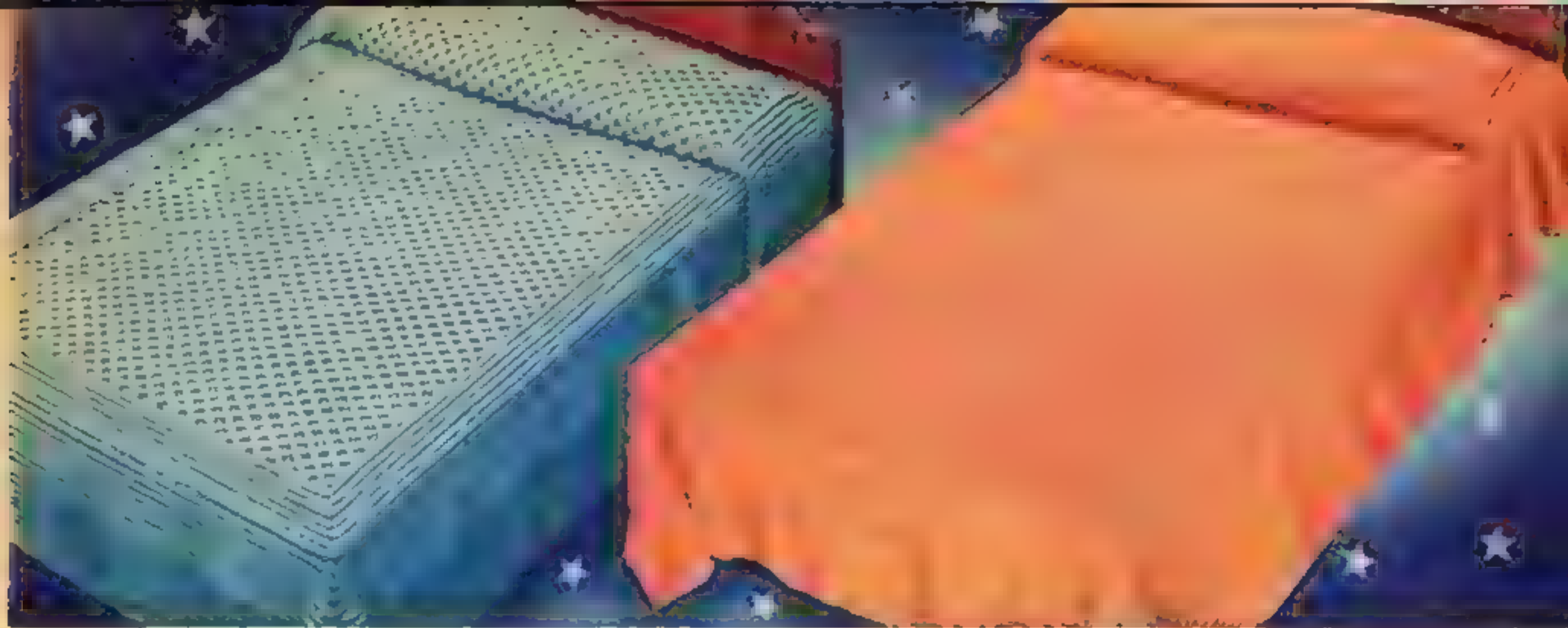
**25<sup>c</sup> 49<sup>c</sup> 89<sup>c</sup> 27<sup>c</sup> \$1<sup>75</sup>**

### GIFT PROBLEMS SOLVED

Sunburst effect and heavy thirsty thick cotton loops. Separate pieces or beautiful matched ensemble at your sayings. Reversible. WASHFAST COLORS: Blue, Peach, Green, Orchid or Maize. *State color.*

Guest Towel	Bath Towel	Bath Mat	Washcloths
16x28-inch	22x44-inch	22x32-inch	12x12-inch
19 V 8787	19 V 8786	19 V 8789	19 V 8782
Shipping	Shipping	Shipping	Shipping
wt., 6 oz.	wt., 11 oz.	wt., 1 lb 2 oz.	wt., 5 oz.
Each 25c	Each 49c	Each 89c	3 for 27c

5-PIECE SET—Consists of 1 guest towel, 1 bath towel, 2 washcloths, 1 bath mat.  
19 V 8790—Shpg. wt., 2 lbs. 4 oz. Set **\$1.75**



## CHENILLE Border Shades From Pastel to Deep Tone . An Actual \$9.95 Value

**\$6.95 EA** A triumph! Stunning, richly colorful, softly shimmering! Distinctive because of its new color harmonies, its graduated three-tone border, its luxurious waffle-effect top practically solid chenille, so closely is it worked with fluffy, deep, 11-strand quality. Washfast. Heavy colored sheeting, harmonizing chenille. Beautiful in all white. Colors: Blue, Gold, Green, Orchid, Rose, Turquoise blue, Peach, Beige, or All White. *State color.*

### Double Bed Size

90x105 inches Shipping weight, 5 pounds 6 ounces

96 V 2369—Each...\$6.95

### Twin Bed Size

72x105 inches Shipping weight, 4 pounds 9 ounces

96 V 2370—Each...\$6.95

## CHENILLE in Smartest of Bar Arrangements! Rich and Velvety! . The \$6.95 Quality

**\$4.95 EA** A superb gift . . . who wouldn't treasure a bedspread with such velvety texture, such high styling? Gorgeous gleamingly soft colorings, to harmonize with the strong fabric—lavish chenille, the extra thick, 11-strand grade. New in design and so different from most at its price, practical because it's washfast. Newest of all in Peach. Outstanding in cream white. Heavy colored sheeting, harmonizing chenille. Colors: Blue, Gold, Green, Peach, Rose, or All White. *State color.*

### Double Bed Size

90x105 inches Shipping weight, 4 pounds 8 ounces

96 V 2349—Each...\$4.95

### Twin Bed Size

72x105 inches Shipping weight, 4 pounds 3 ounces

96 V 2354—Each...\$4.95

## Give Something Beautiful!

### 4-STAR

Crown Tested Rayon Taffeta..\$3.98 Value

**\$2.79 EA**

—four corded top  
—full gathered flounce  
Soft and lovely taffeta with a durability to match its elegance. Won't crack, lasts indefinitely. Crown Tested, carefully checked for wearing strength. Charming, fashionable extraordnarily so! A big value! Eggshell in sets contrast vividly. Colors: Open blue, Gold, Green, Peach, Rose, Rust, Orchid, Brown or Dubonnet. *State color.*

### Double Bed Size

90x105 in. Shpg. wt., 2 lbs. 7 oz.

96 V 2577—Ea. \$2.79

### Twin Bed Size

72x105 in. Shpg. wt., 2 lbs. 2 oz.

96 V 2576—Ea. \$2.79

### CHENILLE

In Tulip Design  
New! Smart! Gay!

**\$2.79 EA**

—extra heavy weight  
—size, about 90x105 in.  
Give a chenille bedspread and you're giving something dear to every woman's heart! And, in this case, value way out of proportion to cost! Heavy, fluffy 11-strand chenille, heavy cream sheeting. Colors: Rust and Peach, Dark and Light Blue, Brown and Gold, Dark and Light Green, Wine and Red. Old Rose and Rose. *State color.* Shpg. wt. each, 2 lbs. 15 oz.

96 V 2329—Ea. \$2.79

### CROWN

Tested Rich Rayon  
A True \$2.98 Value

**\$1.98 EA**

—brocade-type fabric  
—good weight; strong  
Firm, full-bodied, smooth and sleek. Crown Tested in every detail from the yarn to the finished bedspread! A serviceable quality assured, and as for style design gleams on a luxurious more like ground, gives the tapestry effect that's so much in vogue. Rayon embroidered scallops. Colors: Blue, Gold, Green, Orchid, or Rose. *State color.*

### Double Bed Size

84x105 in. Shpg. wt., 2 lbs. 4 oz.

96 V 2511—Ea. \$1.98

### Twin Bed Size

72x105 in. Shpg. wt., 1 lb. 14 oz.

96 V 2512—Ea. \$1.98

### STYLE

Beyond Its Price!  
Rayon and Cotton

**\$1.49 EA**

—actual \$2.98 value  
—size, about 84x105 in.  
A gift for you to give and make a big impression for just a little money. Styled expensively, charmingly. With cotton to give it strength, and rayon for brilliant luster. Colors: Blue, Gold, Green, Orchid, or Rose. *State color.* Shipping weight, each, 1 lb. 13 oz.

96 V 2914—Ea. \$1.49

SEARS & PAGE 73



Bubble Knit  
Cotton Pajamas

\$1.49

Hand Embroidered  
Nainsook Gown

79c

Knit Rayon  
Pajamas Gown

\$1.25 \$1.00

Cotton Crinkle  
Crepe Pajamas

\$1.00

# Gift Ideas

## FOR PRACTICAL AND PRETTY CHRISTMAS NIGHTWEAR

**(A) Choose** these smart, fashion-right Bubble Knit Cotton Pajamas for two-way service—they're warm and cozy to sleep in, comfortable and jolly to lounge in! They're Sears better quality, too—a novelty knit with a decided nubby appearance, wears and washes like a charm, is just stretchy enough to give easy comfort. Popular two-piece tailored style with well-cut trousers and slip-over blouse.

Even Sizes: 34 to 44-inch bust  
State size. Shipping weight, 13 oz

29 V 1262—Green  
29 V 1263—Coral . \$1.49

**(C) Easy** to launder and yet look how pretty these very practical Pajamas of Cotton Crinkle Crepe. That scalloped frill on the collar and useful pocket is pleated of fine crisp organdy and finished with piping in contrasting color. Looks demure and utterly dainty! Two-piece style; slipover blouse with sash at back. Made simply, for easy laundering . . . crinkle crepe you know, actually looks nicer without ironing!

Even Sizes: 34 to 44 inch bust.  
State size. Shipping weight, 11 oz

29 V 1266—Tealrose  
29 V 1267—Blue . \$1.00

**(B) Always** sure of a Christmas in a welcome ideal always for a gift. It's a hand embroidered gown made of better quality Nainsook and offering finer Puerto Rican work! It's hand detailed too—a skillful handwork finish as in more expensive luxury undies. Pretty Val lace trim flattering Peter Pan collar, rounded high waist at front, mesh back. Full length.

Even Sizes: 34 to 44 inch bust  
State size. Shipping weight, 6 oz

29 V 1220—Tealrose  
29 V 1221—Blue  
29 V 1222—Maize . 79c

**(D) New** and alluring gift Pajamas or Gown of good-quality Knit Rayon—a real holiday bargain! Charming trim of deep tone Alençon type lace fashioned in points at front, rows of fancy stitched tucks and femininely kebabed collar. Soft, pretty modified cap sleeves, graceful high waisted front with sash.

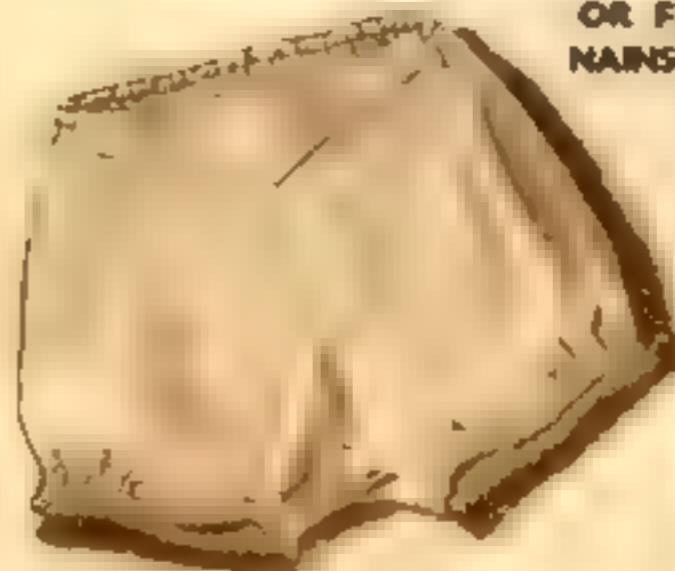
Even Sizes: 34 to 44-inch bust  
State size. Shipping weight, 10 oz

Two-Piece Pajamas  
29 V 1268—Tealrose  
29 V 1269—Blue . . . \$1.25

Bias-Cut Gown  
29 V 1270—Tealrose  
29 V 1271—Blue . . . \$1.00

## Girls! CHRISTMAS UNDIES OF SATIN

OR FINE  
NAINSOOK



SLIP and PANTIES Bias Cut

Satin 59c Satin 89c  
Panties Slip

The most thrilling gift imaginable for your big and little girls, undies of luxurious weighted Silk Satin. Trimmed with daintiest Val lace! And a new idea—bias cut like Big Sister's for better fit, better wear. Slip has fine hemstitching at neck, panties have French seams. Elastic crutch, neat sewn fitted leg with elastic at side. THESE SAME BEAUTIFULY MADE EX-PARTLY DESIGNED UNDIES ALSO COME IN FINE NAINSOOK.

Sizes: 2, 3-4, 5-6, 7-8, 9-10, 11-12, 13-14 years. State age size. Shipping wt., each, 3 oz

Yoke Front Panty Round-Neck Slip  
Silk Satin Silk Satin  
29 V 2129 59c 29 V 2010 89c  
Tealrose  
Fine Nainsook  
29 V 2130 39c 29 V 2011 49c  
White

FAMOUS  
FASHION HIT



## "Campus Queen"

Mode of the Moment **\$1.98**  
In SWEATERS

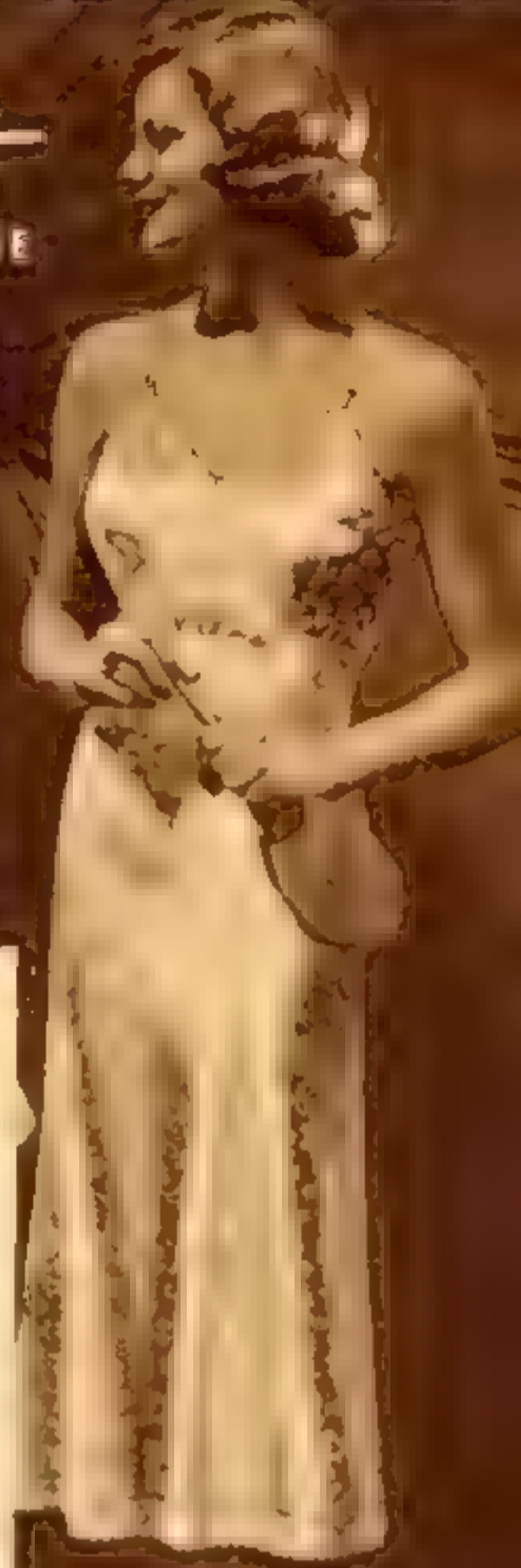
Imagine a sweater with a degree of lovely light Knit Rayon. Sweater finish to velvet softness, with sleeves of All Wool Knit. Waistband, collar, cuffs, color to match suede leatherette belt. Hilly T-shirt fastener at neck, would be perfect for a pocket. Johnny collar and sporting action back with yoke and two deep inverted pleats. New as a sweater, the perfect gift sweater!

EVEN SIZES: 32 to 38 inch bust. State size. Shipping weight, 12 ounces.  
29 V 7166—Camel Tan and Saddle Brown  
29 V 7367—Powder Blue and Light Navy Blue

## Newest IN GIFT LINGERIE

RAYON TAFFETA  
BROCADE PRINT

Priced Low for  
Christmas Thrift



Bias-Cut Gown  
Softly Tailored  
**\$1.35**

A happy thought for Christmas gifts, for your own holiday wardrobe! Gowns of Rayon Taffeta Brocade Print are now first to show they're shimmeringly lovely flatteringly different looking! This one has long gracious bias lines, a charming Empire front, pretty collar and cap sleeves. View back. Quality is our honest, a 100-denier Rayon Taffeta. 100 per bias seams. Lulle stitched 1 1/2 inch about 52 inch bust. State size. Shipping weight, 9 ounces.  
29 V 919—Tearose

Molded Slip  
Snip-it Bottom  
**98c**

Newest of the new to celebrate Christmas! Rich 100-denier Rayon Taffeta Brocade Print (our finest quality) tailored on slim bias lines, a molded slip for your new tight waisted frocks. So easy to adjust to the desired length—no hemming, just a quick snip through either row of hemstitching at bottom! Slip on a top and available at any. All seams completely double stitched. Length about 48 inches. Even sizes: 32 to 44 inch bust. State size. Shipping weight, 6 ounces.  
29 V 3846—Tearose



## GAY DANCE SETS

For the Merry Christmas Whirl **98c** Each

"Lucky holiday find" for thrift shoppers! A softly tailored Set in the new Satin Brocade Print, a fine pure-dye quality woven with a silk face and rayon back. Smart uplift, braiseler, net lined. Panties have smooth fitting band top and handy button opening at side.

EVEN SIZES: 32 to 36-inch bust. State size. Shipping weight, 4 oz.  
29 V 2674—Tearose

A lovely, lacy set for the luxury girl! The pure-dye satin woven with silk face and rayon back. Graciously placed insets of Alençon type lace on band top panties uplift. Rayon face lace top, semi net lined. Side button opening on panties makes them fit snugly as a glove under slim frocks.

EVEN SIZES: 32 to 36-inch bust. State size. Shipping weight, 4 oz.  
29 V 2675—Tearose



## THE GIFT LUXURIOUS

## Slips

## OF SATIN SECRÉTÉ

Sears Loveliest  
Finest Quality

EITHER **\$1.95**  
STYLE Each

A lovely slip of famous weighted Silk Satin Secrete, a quantity processed against water spotting! Rich enough, fine enough for your proudest gifts! Trimmed with a wealth of finer Alençon type lace featuring the wide lavish bottom shown on high-fashion luxury slips. Bag proof, lining proof, true bias cut, California top, adjustable straps. Tested rip-proof seams. Length about 45 inches.

EVEN SIZES: 32 to 42 inch bust. State size. Sogp. wt 10 oz.  
29 V 3680  
Tearose

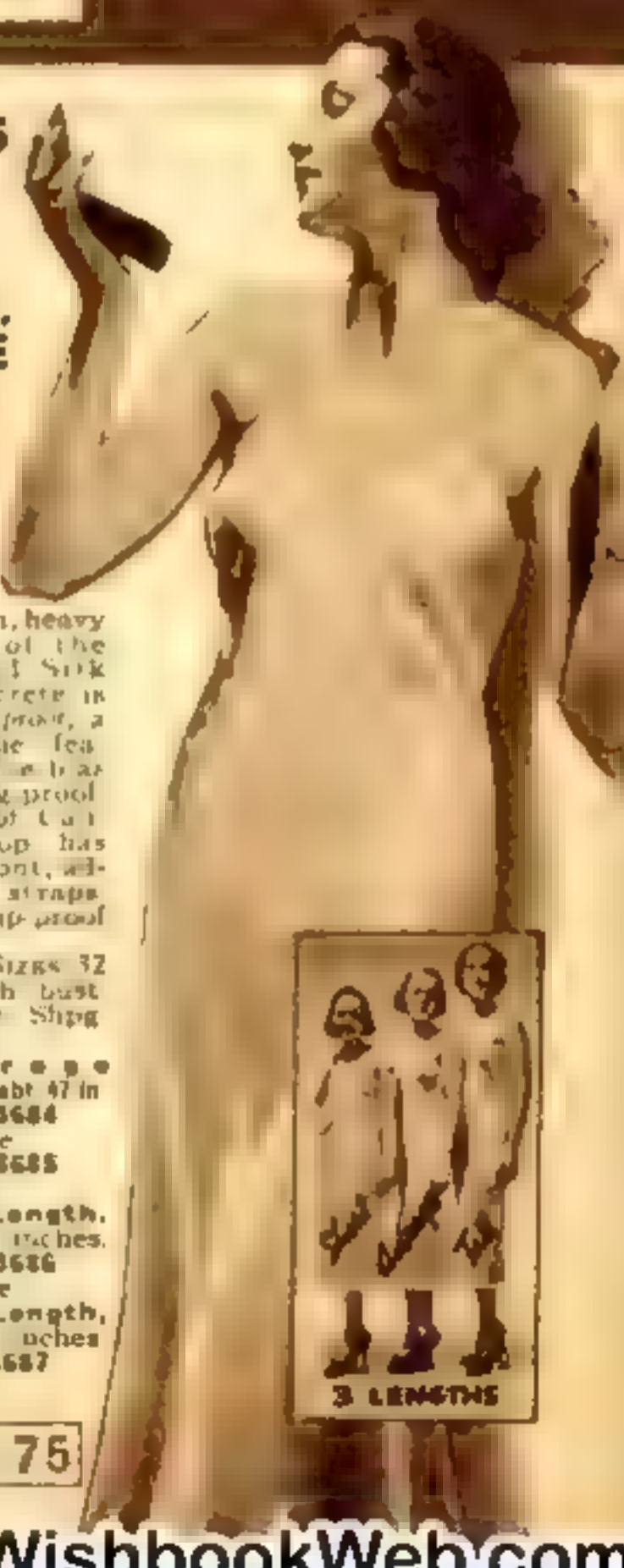
The rich, heavy quality of the weighted Silk Satin Secrete is water spot proof, a new value feature! Trimmed with a wealth of finer Alençon type lace featuring the wide lavish bottom shown on high-fashion luxury slips. Bag proof, lining proof, true bias cut, California top, adjustable straps. Tested rip-proof seams.

EVEN SIZES: 32 to 44 inch bust. State size. Shpg. wt 10 oz.

Average Length, abt 47 in.  
29 V 3684  
Tearose

White  
Short Length, about 45 inches.  
29 V 3686  
Tearose

Long Length, about 49 inches.  
29 V 3687  
Tearose



3 LENGTHS

# Gift Specials

## PRINTS PRICED WAY DOWN

12 for  
35c

### Colorfast Handkerchiefs

A record value even for Sears! Gay, vivid colors, dashing designs—smart print cotton lawn 'kerchiefs in step with the styles. Every woman wants dozens of them—that's why this is such a grand gift assortment. Hemmed. Size, about 11x11 inches.

25 V 2361—Shpg. wt., 4 oz. 12 for 35c

### Smartly Styled Handkerchiefs

21c

A gift to thrill that "special man." For these handkerchiefs are superb quality fine linen enriched with hand applique and hand drawn thru die. Assorted patterns. Rolled edges. Size, about 17x17 in. Colors: White with Blue, Brown or Red trimming. State color.

25 V 2515—Shpg. wt., 2 oz. Each 21c

LINEN

3 in Box 59c

3 in Box 18c

Lovely yet inexpensive. An appreciated gift. Women's soft white cotton lawn with multi-color hand loom embroidery. Midget hemstitched hems. About 10 1/2 inches square.

25 V 2322—Shpg. wt., 5 oz.

3 in Box 26c

Better give linen when it's low priced like this. White with dainty multi-color embroidery in assorted patterns. 1 1/2 in. hemstitched hems. Women's styles about 10 1/2 in. square.

25 V 2373—Shpg. wt. 5 oz.

3 in Box 50c

Women's quality linen assortment! Dainty 'kerchiefs smartly styled, beautifully embroidered—lovely gifts. Multi-color hand embroidery and applique. Some with spaced drawn threads. Hand whipped hems. About 11x11 inches.

25 V 2337—Shipping weight, 5 oz.

### For His Gift

Fast color ombre borders enhanced with white satin stripes. Embroidered in tint to match borders. Soft finish cotton. French hems. All initials except I, O, Q, U, V, X, Y, Z. *Print initial.* Size, about 17 1/2 x 17 1/2 inches. Shpg. wt., 8 oz.

25 V 2588—3 in Box 59c

## BARGAINS!

6 for 15c

Marvelous values—smart gifts. Assortment of six good-looking fast color woven borders, prints and all white cotton 'kerchiefs. Hemmed and hemstitched. Women's assorted sizes, about 10 1/4 to 11 in. square.

25 V 2360—Shpg. wt., 3 oz.

6 for 35c

Initials—the personal touch. All white linen. Narrow hemstitched hem. All initials except I, O, Q, U, V, X, Y, Z. *Print initial.* Women's styles. About 10 in. square.

25 V 2395—Shpg. wt. 2 oz.

25c each

Beautiful handmade gift 'kerchiefs. Colored hand embroidery and applique on fine white linen similar to illustration. Hand rolled hems. Size, about 11x11 in.

25 V 2335—Shipping weight, 2 ounces.

59c each

Lovely! Dainty Bretonne type lace edge—fine white linen center. About 13 in. square.

25 V 2345—Each 59c

Lower priced Embroidered net edge. Linen center. 25 V 2348—Ea. 25c Shpg. wt., each, 2 oz.

6 for 42c

Men prize the personal thought of initials, too. All white—soft cotton lawn 1/4 inch hemstitched hems. All initials except I, O, Q, U, V, X, Y, Z. *Print initial.* About 16 1/2 x 17 inches.

25 V 2566—Shpg. wt., 5 oz.

6 for 25c

Grand handkerchief bargains for men—right in time to make your gift shopping easy. Assortment of plain white, white satin stripes and assorted fast color woven borders. Cotton. Hemmed and hemstitched. Abt. 16 1/2 to 17 in. square.

25 V 2565—Shipping weight, 5 oz.

3 in Box 19c

See famous Dionne quintuplets in action on these cute handkerchiefs. A gift kiddies will adore. Assorted fast color prints on cotton lawn. Hemmed edges. Size, about 9 inches square.

25 V 2344—Shpg. wt., 5 oz.

### (PURE SILK)

(A) Pure Silk (B) Fine Lawn

95c 50c

(A) All Silk 'kerchief, woven striped border solid color silk tie. Hand rolled hem. Colors: Navy, Brown, Maroon, Green. State color. Abt. 17 in. square. Shpg. wt. 7 oz.

25 V 2587—Set 95c

(B) Colored woven border French hem. Matching solid color rayon and cotton tie. About 17 1/2 inches sq. Colors: Blue, Brown, Wine. State color. Shipping weight 8 ounces.

25 V 2589—Set 50c



**ONLY**  
**1.79**  
EACH

# REAL LEATHER

and What *GIFTS*  
They'll Make!

They're \$2.50 values! Because they are not just leather, but the better kind of leathers. Dull calf, sturdy water buffalo top grain cowhide. They wear well, have smart linings, some with zip fastenings, and all with the little details that say you've been exacting in the choice of her gift. **Initials not included in the price**, but we apply them to bags if ordered. Colors: Black, Navy Blue or Brown. State color and print initials if wanted. Shipping weight, each 1 lb 2 oz.

**A Smartest Dull Calf**  
18 V 3335—Corded front, zip top with crystal pull. Size, 8x6 1/2 in. ... **\$1.79**

**B Crushed Cowhide**  
18 V 3336—Smock front. Has zip pocket. Size, 8x6 1/2 inches ... **\$1.79**

**C 2 Inside Zip Pockets**  
18 V 3338—Genuine Cowhide leather. Size, 9 1/2 x 7 inches ... **\$1.79**

**D Top Grain Cowhide**  
18 V 3337—Zip top! Back strap. Size, 10x7 1/2 in. **\$1.79**

**E Genuine Buffalo Leather**  
18 V 3339—Scruffless, strong. Guaranteed for 1 year. Size, 9x6 1/2 inches **\$1.79**

**INITIALS FOR ABOVE**  
18 V 3330—1 1/2-in. gold color metal initials. 35c quality Shpg. wt. each 2 oz. Print initials. Each letter **19c**



## IMPORTED ALL WOOL SCARVES

Regular \$100 to \$150 Values

Dollar to dollar and a half quality! Feel the warm luxurious SOFTNESS of the wool! Made in Poland. Assortment includes many equally handsome scarves not pictured. Our stylist will select for you. Size, about 49x9 1/2 in. **PREDOMINANT COLORS:** Blue, Brown, Red, Green, White, Beige, Yellow or Purple. State color. **18 V 4344** Shipping weight 8 ounces **69c**

## MONOGRAM

### the GIFT

For That Gracious  
"Personal Touch"  
**Embroidered Monogram 54c**

The initial is embroidered on this stunning white scarf of weighted silk crepe. The silk is doubled! The ends are finished with full, hand knotted fringe. A grand gift for anyone, young or old! Size, 46x9 inches. White only. All initials except I, O, Q, U, V, X, Y, or Z. **Print initial wanted plainly.** 18 V 4345—Shpg. wt., 7 oz.

**3 Contrasting Initials 54c**

This soft doubled acetate rayon crepe scarf comes in classic white or rich vibrant colors. Shows her full monogram! Any three initials in smart, heavily embroidered letters that are easily applied with a warm iron. Size, 41x9 inches. Self fringed edges.

Colors: White, Red, Blue or Brown. State color and print initials wanted. 18 V 4312—Shipping weight, each, 8 ounces.

**Double Thick Silk Crepe 98c**

If he's the type who appreciates something "extra special"—try this on him. A fine weighted silk muffler with a lustrous texture and a definite quality feel. Initial is embroidered in black and white. Fringe is hand knotted. Size, about 12x50 in. including fringe. Packed in a gift box. All initials except, I, O, Q, U, V, X, Y, or Z. **Print initial plainly.** Shipping weight, 7 ounces. 33 V 9550—White.

**Four-Gore Tailored Slip \$1.00**

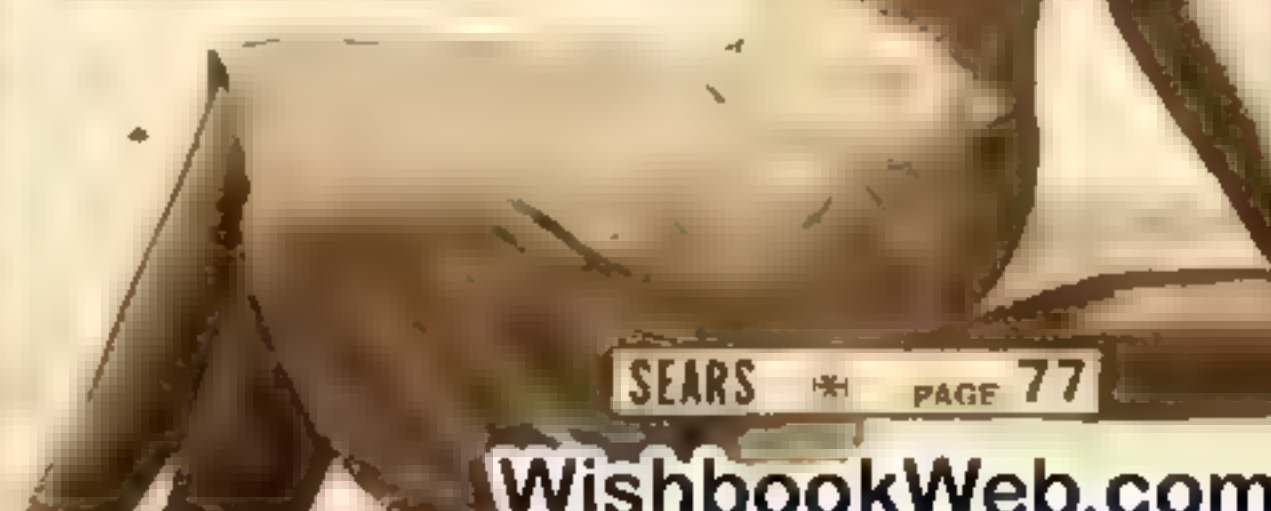
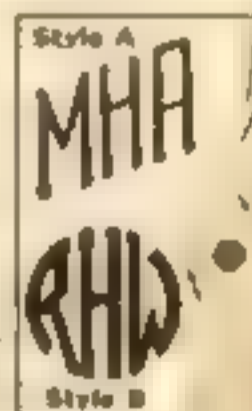
In better quality rayon crepe. Double stitched seams for wear. Adjustable straps. Double fabric top.

EVEN SIZES: 32 to 44-inch bust. State size. Shipping weight, 6 ounces.

**47-Inch Length**  
29 V 3663—Tealose  
**45-Inch Length**  
29 V 3664—Tealose  
**43-Inch Length**  
29 V 3665—Tealose

**Embroidered Monogram 13c**

Print full name plainly. State style of monogram wanted. In style "B" we will put last (family) initial in center

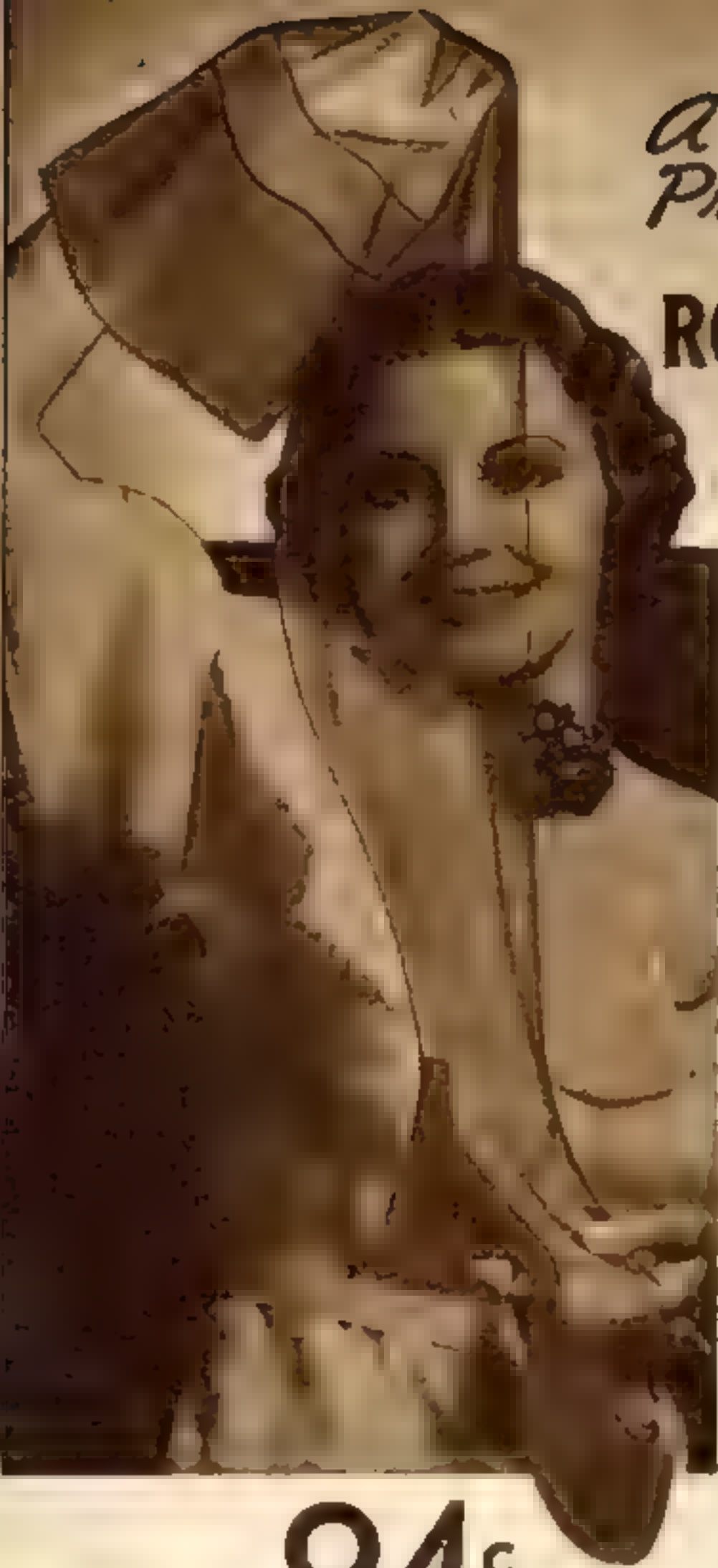


*A Page of Beautiful  
Practical Gifts!*

## ROYAL PURPLE HOSIERY

REG. U. S. PAT. OFF.

• Each Pair in a Gift Folder



**94<sup>c</sup>**  
A PAIR

3 CHOICES IN

*Hosiery Perfection*

**SHEER CREPE CHIFFRONS**

You're giving her \$1.35 stockings when you give her these! Save the difference or give her twice as many pairs! They'll look luxuriously lovely in their modern red and white gift folder. So very fine, so sheer, they make the smart winter colors look even lovelier.

True Crepes—less liable to runs, much duller, sheerer looking than others. All are Ringfree, full fashioned, exquisitely fine gauge silk, finished with fine French seams, narrow heels, fine reinforcements all of silk, and a run stop below the picot tops.

**COLORS:** Black Magic (a brown black); Smoke (a gray black); Saunter (a brown taupe); Townwear (a gray taupe); Mode (a brown tan); or Jaunty (a brown beige). **SIZES:** 8½, 9, 9½, 10 and 10½. *State size and color.* Shipping weight, pr., 4 oz., 3 prs., 10 oz.

**88 V 750—2-Thread.** Extra Sheer Crepe Chiffons, beautifully thin.

**88 V 755—3-Thread.** Sheer Crepe Chiffons, a little heavier than those above.

**88 V 760—4-Thread.** Practical Crepe Chiffons, longer wearing.

Pair 94c 3 Pairs \$2.75



**94<sup>c</sup>**  
A PAIR

GUARANTEED

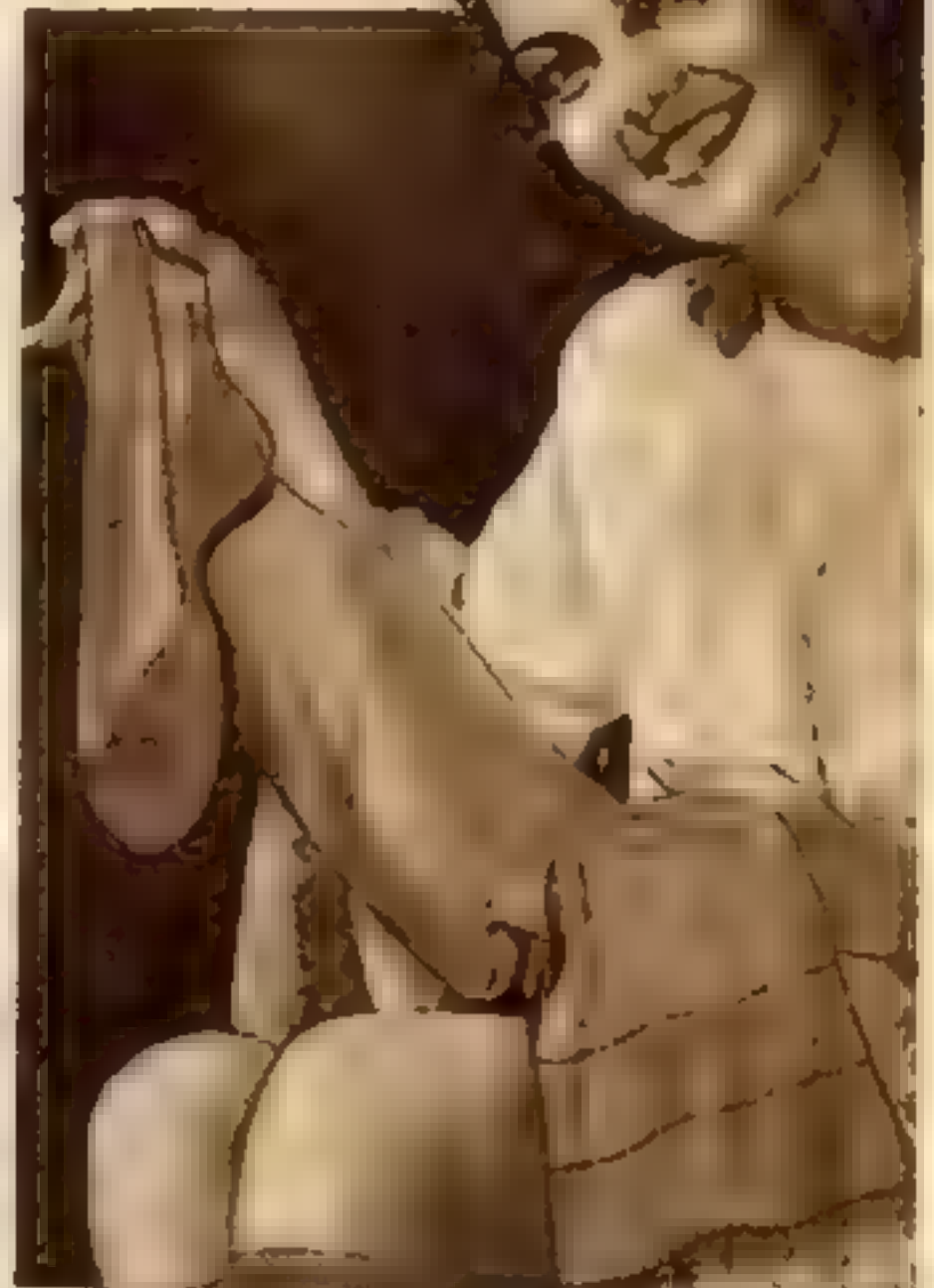
*Runproof*

**A LASTING GIFT**

Full fashioned silk stockings that won't run! Most practical of all chiffrons! Judge them by length of service as well as price, and you'll say they're actually inexpensive! Kn't in a special "mesh-effect" stitch that's actually runproof, yet they look like any other fine chiffrons when you have them on! True Royal Purples. Ringfree, fine gauge, smartly dull, made with fine seams, picot silk tops and silk reinforcements; the toes with an extra thread of cotton knit inside for even longer wear. A grand gift—they look so festive in their artistic gift folder, and are really so practical.

**COLORS:** Black Magic, Smoke, Townwear, Saunter, Mode or Jaunty. *Color names are explained in descriptions at extreme left.* **SIZES:** 8½, 9, 9½, 10 and 10½. *State size and color.* Shipping weight, pair, 4 oz., 3 pairs, 10 ounces.

**88 V 453** Pair 94c  
3 Pairs \$2.75



**74<sup>c</sup>**  
A PAIR

THE ECONOMY GIFT

*Desirables*

**REGULAR OR  
KNEE LENGTH**

Famous for giving the longest service, plus the greatest beauty at this price. The chiffrons are "Crepes," duller, less liable to runs, the 7-thread, rich and heavy. Both are Ringfree fine gauge, with a rainproof, wear-giving finish. Full fashioned Mercerized cotton in heels, toes and soles.

**COLORS:** Smoke, Townwear, Saunter, Mode, Jaunty. *Color names are explained in descriptions at extreme left.* **SIZES:** 8½, 9, 9½, 10, 10½. *State size, color.*

**Regular Lengths**

**88 V 615—4-Thread;** Crepe Chiffons, silk tops. Shipping weight, pr., 4 oz.; 3 prs., 10 oz.

**88 V 552—7-Thread;** Service, mercerized tops. Shpg wt., pr., 5 oz., 3 prs., 12 oz. Pair 74c 3 Prs \$2.15

**Knee Lengths**

**88 V 616—4-Thread;** Crepe Chiffons. Lastex garter tops. Shpg. wt., pr., 4 oz., 3 prs., 10 oz. Pair 74c 3 Pairs \$2.15

ROYAL PURPLE

# Wonder Values

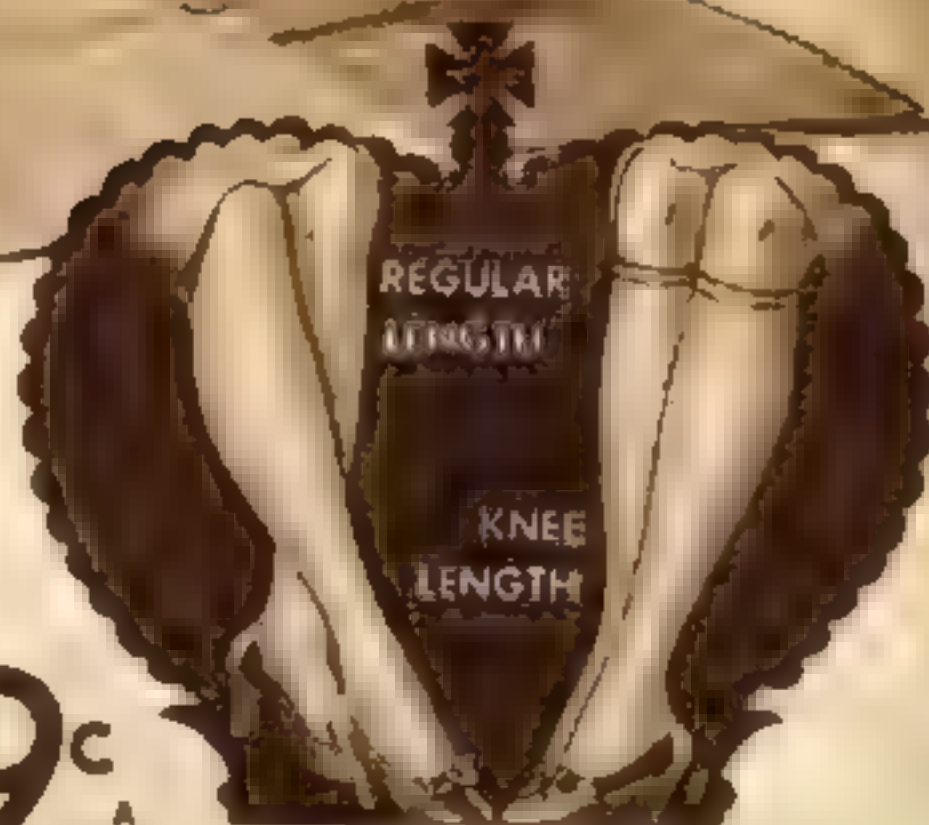
A BARGAIN AT THIS LOW PRICE!

Ringfree . . Full Fashioned . . Pure Silk

You can't buy really fine stockings for less money! This quality is usually about 75¢! Narrow heels; fine back seams. Mercerized cotton in heels, toes, soles.

Colors: Jaunty, Mode, Saunter, Townwear, Smoke. (Described on opposite page.) Sizes: 8½, 9, 9½, 10, 10½. State size and color. Shpg. wt., pr. 3 oz.; 3 prs. 7 oz.

59¢  
A PAIR



## Regular Lengths

86 V 650—4-Thread;  
Chiffons; Silk tops  
Pair. 59¢ 3 Pairs. \$1.70

86 V 540—7-Thread;  
Service; Mercerized tops  
Pair. 59¢ 3 Pairs. \$1.70

## Knee Lengths

86 V 708—4-Thread;  
Chiffons; Lastex tops  
Pair. 59¢ 3 Pairs. \$1.70

86 V 711—7-Thread;  
Service; Lastex tops  
Pair. 59¢ 3 Pairs. \$1.70



*Silk over Wool*  
FOR BEAUTY  
AND EXTRA  
WARMTH

A BEAUTIFUL STOCKING **69¢**  
A PAIR

You'll feel warm, look well dressed in these! Warm because they're 80% fine soft wool. Smart because the 20% silk is knit on the outside . . . because they are fine gauge, have seam-effect back, mock fashion marks, French heels, and come in the smartest colors of the season. Not the least bit heavy or bulky. The wool yarns are so soft and fine. Extra wear is knit into them; soles are double; the heels and toes of 4-thread mercerized cotton.

Colors: Black, Townwear, Gunmetal, Nubrown, Woodbrown or French tan. Sizes: 8½, 9, 9½, 10, 10½. State size, color. Shpg. wt., pr., 4 oz.; 3 prs., 10 oz.

86 V 2570—Pair. . . . . \$1.69  
3 Pairs. . . . . 2.00



*Black Heel Sheers*  
HIGH STYLE  
COSTS YOU LESS  
AT Sears

FULL FASHIONED PURE SILK **89¢**  
A PAIR

If she likes what's smart and new, give her Black Heel Sheers! The black heels, the black seams make these 3-thread Chiffons look even sheerer than they are. They're real Royal Purples, full fashioned, Ringfree, exquisitely fine gauge, every thread pure silk.

Colors: Jaunty, Townwear or Smoke. Sizes: 8½, 9, 9½, 10 and 10½. State size and color. Shpg. wt., pr., 2 oz.; 3 prs. 5 oz.

86 V 312—French heels  
86 V 314—Pointed heels. Pair. . . . 89¢

## Mock-Fashioned Chiffons

Same as above, except not full fashioned, silk soles; mercerized cotton toes and lower heels. Fine gauge splashproof silk.

86 V 212—French heels.  
86 V 213—Pointed heels.  
Pair. . . . . 39¢ 3 Pairs. . . . \$1.15

*Mesh*  
LEADS IN  
POPULARITY

Full Fashioned Silk Mesh **85¢**  
PR.

Mesh stockings at their greatest! Full fashioned; the mesh in the popular medium size, colors that are right with your winter things. Ringfree, soft lustered, picot tops, silk over cotton toes. Royal Purple quality.

86 V 843—Pair. . . . \$1.85  
3 Pairs. . . . . 2.50

Mock-Fashioned Silk Mesh **39¢**  
PR.

Imagine! Pure silk mesh stockings for this low price! Seam effect back; French heels; silk reinforcements.

86 V 810—Pair. . . . 39¢  
3 Pairs. . . . . \$1.15

Mock-Fashioned Rayon Mesh **24¢**  
PR.

Dull ringfree rayon mesh stockings; smart French heels, seam effect back. Mercerized cotton heels, toes.

86 V 910—Pair. . . . 24¢  
3 Pairs. . . . . 69¢

Colors for all the Mesh stockings above: Jaunty, Townwear, Smoke. Sizes: 8½, 9, 9½, 10, 10½. State size and color. Shpg. wt., pair, 3 oz.; 3 pairs, 7 oz.

# The Socks Most Men Prefer are the Socks to Give Him on Christmas

LASTEX IS  
KNIT IN  
ENTIRE TOP

BODY OF  
SOCK IS  
FULL  
LENGTH



**Part Wool**  
SMARTLY PATTERNED  
**19c** A PAIR  
**55c** 3 PAIRS

These are the socks he would pick for himself . . . of course he'll like them for Christmas! Not only exceptionally good looking with their bright clear patterns and rich colors . . . but **warm** as well! They're 8% wool—with rayon for luster and cotton for long wear. Cotton reinforced heels and toes. Seamless feet.

**COLORS** Brown, Navy blue or Oxford gray in assorted patterns. **SIZES:** 10, 10½, 11, 11½ and 12. *State size and color.* Shipping weight, pair, 3 ounces; 3 pairs, 7 ounces.

86 V 4996—Pair.....19c      3 Pairs..... 55c



**Rayons**  
WITH "KEEPS-M-UP" TOPS  
**19c** A PAIR  
**55c** 3 PAIRS

They're high quality and they look it! Fine rayon, smartly patterned in self colors and silvery shades. The Lastex Keeps-M-Up top makes a big hit with men; it stays up so comfortably without garters. Double soles. High spliced heels. Reinforced heels and toes.

**COLORS** Black, Blue, Brown or Dark gray. **SIZES:** 10, 10½, 11, 11½ and 12. *State size and color.* Shipping weight, pair, 3 ounces; 3 pairs, 7 ounces.

86 V 4659—Pair      19c      3 Pairs      55c



HEAVY  
SILK  
LINEN  
REINFORCED  
HEELS, TOES  
LISLE  
SOLES, TOPS

**Silk**  
FAMOUS "KORKERS"  
**35c** A PAIR  
**\$1.00** 3 PAIRS

Every man wants silk socks—and this KORKER quality! Heavier, longer wearing than most. Linen reinforcements in heels, toes. Seamless feet.

**COLORS:** Black, Dark tan, Medium gray, Navy blue, Dark brown, White. **SIZES:** 9½, 10, 10½, 11, 11½, 12. *State size, color.* Shipping weight, pair, 2 oz.; 3 pairs, 5 oz.

86 V 305—Pair..35c  
3 Pairs.....\$1.00



**Wool-and-Silk**  
EXTRA FINE  
**49c** A PAIR  
**\$1.44** 3 PRS.

He's sure to like these! They're the smartest of all for winter . . . 80% wool, the balance rich silk. Plenty of warmth to these, but so very fine gauge they're not heavy or bulky. Latest patterns. Winter colors that are particularly rich and clear in these fine yarns. Cotton reinforced heels and toes. Seamless feet.

**COLORS:** Black, Oxford gray, Dark blue or Dark brown. **SIZES:** 10, 10½, 11, 11½, 12 and 13. *State size and color.* Shipping weight, pair, 3 ounces; 3 pairs, 7 ounces.

86 V 1933—Pair..... 49c      3 Pairs... \$1.44

# MEN!

**10% WOOL SUITS**

**Your Chance To Save!**

**At this Economy Price!**

**85<sup>c</sup> EACH SUIT**  
**3 SUITS \$2.49**

Here's your best bargain of the season in an extra warm suit. 10% wool, the rest extra strong good quality cotton. Warm winter weight and finely ribbed so it's easy fitting, easy stretching, shape retaining. Ordinarily a suit like this is way higher priced. Shaped collarette neck, set-in shoulders, flatlocked seams. Long sleeve, ankle length style.

COLOR Tan random. EVEN SIZES: 36 to 46-inch chest. *State size*. Shipping weight, each suit, 1 lb. 5 oz.; 3 suits, 3 lbs., 12 oz.

**16 V 4090**  
Each Suit.....**85c**  
3 Suits.....**\$2.49**



**WHAT A BARGAIN!**

**Winter Weight Shirts, Drawers ... FOR ONLY**

**39<sup>c</sup> EACH GARMENT**

A record-breaking bargain. Only at Sears can you buy shirts and drawers of this good quality for so little money. Check for yourself and see how much you save! They're **real winter weight**—more cotton is knit into them! Full size everywhere—no strain anywhere. Their ribbing is extra firm... holds in warmth, keeps out cold; makes them easy-stretching, comfortable, figure fitting. Shirts have shoulder inserts and rayon trimmed collarette neck. Drawers have double crotch; drawstring in back.

COLOR Cream. Shipping weight, each garment, 14 ounces.

**UNDERSHIRTS**

EVEN SIZES: 34 to 46-inch chest. *State size*.

**16 V 4052—Each... 39c**

**DRAWERS**

EVEN SIZES: 32 to 44-inch waist. *State size*.

**16 V 4053—Each... 39c**

**Good News For Tots!**

**Rayon Striped SUITS**

**35<sup>c</sup> EACH SUIT**  
**3 SUITS 97c**



Here's what children like—a comfortable winter waist suit with elastic-top seat that always snaps back into place. That's so easy for even the littlest tot to manage. It's a good medium weight cotton, ribbed knit so it's easy stretching, rayon striped for looks. Short sleeves, French leg style. Buttons down the front. It's a bargain at this low price.

COLOR Cream-white. AGE-SIZES: 2, 4, 6 and 8 years. *State age-size*. Shipping weight, each suit, 4 ounces; 3 suits, 9 ounces.

**16 V 9160**  
Each Suit.....**35c**  
3 Suits.....**97c**

**A Practical Gift!**

**WARM DAINY SILK-AND-WOOL**

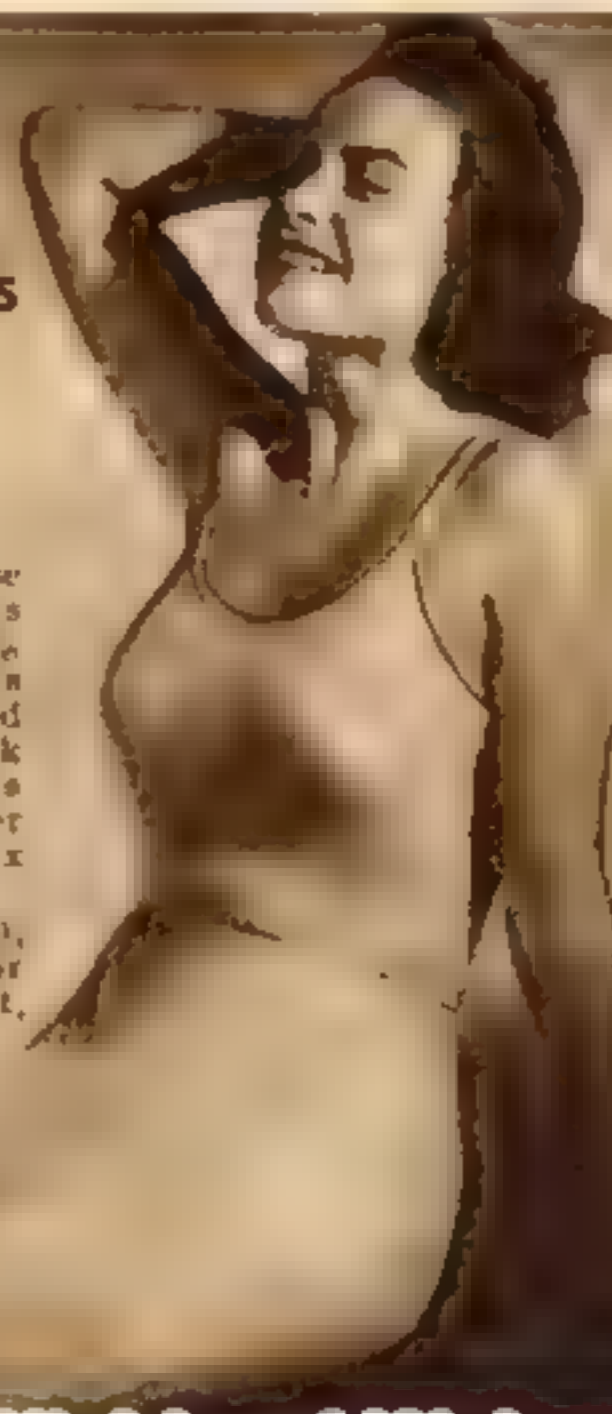
**Flatter-ees VEST AND PANTIES**

**58<sup>c</sup> EACH** **VEST OR PANTY**

Give her lingerie and you're sure to please her. Give her Flatter-ees, warm as well as dainty, to please her most! These are 50% wool (that's for warmth), 12% silk (that's for softness and luster), the rest combed cotton (you know how that wears). Tuck knit so it clings to the figure. Low cut vests with dainty rayon banding and shoulder straps. Elastic waistband on panties, luster at leg bottoms to keep them down.

COLOR Tealrose. SIZES: Small (32-34), Medium (36-38), Large (40-42)—inch bust or hip measure. *State size*. Shipping weight, each garment, 4 ounces.

**16 V 6670—Vest**  
**16 V 6671—Panties**  
Each Garment **58c**

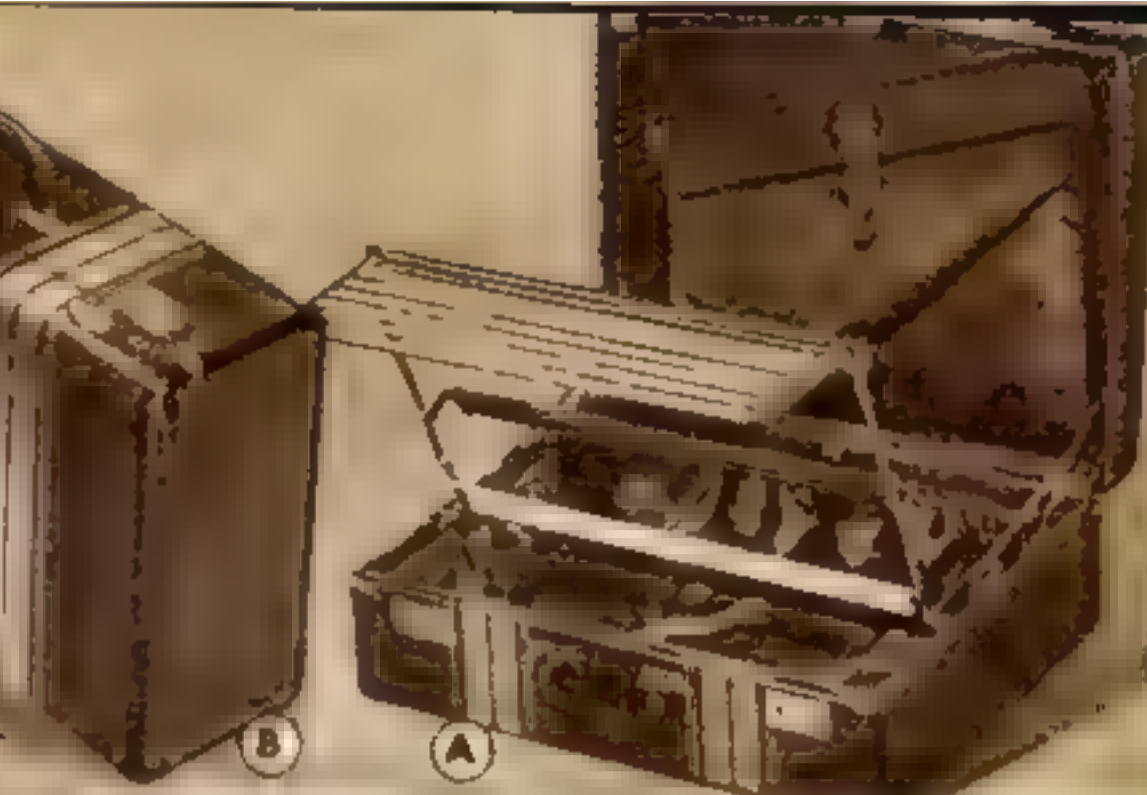


**SEARS** ✓ **PAGE 81**

New!



## STRIPED BLUEBIRD ENSEMBLE



### Smartest Gift for Modern Travelers

- Basswood box with veneer top, bottom.
  - Top quality, heavy canvas duck, pyroxylin coating. Washable, scuff-resistant.
  - Sears exclusive dark blue color, yellow and gray woven stripes. Rich looking blue color poplin silk lining with coil-wire elastic in all pockets.
  - Edges bound with heavy top grain cowhide leather. Solid brass locks. Latest two-tone post handle.
- Never before in Sears history have we ever offered such unbeatable quality in striped, matched luggage! Every piece shown matches the other in color, lining, every detail. If desired, any piece, to fill out set, can be purchased within one year from date this catalog is mailed.

(C) Tray Fitted Case  
21-in. size. Removable tray holds 9 engraved fittings, 11 pens and handles of 'Jewelry'. Bronze comb, brush mirror, nail file, toothbrush tube, 2 lotion bottles and 2 cream jars.  
6 V 9419 \$16.95  
Shpg. wt., 14 lbs.

(D) Lid Fitted Case  
18-in. size. Same fittings as 6 V 9419, no nail file.  
6 V 9418 \$12.95  
Shpg. wt., 9 lbs.

(A) Women's Wardrobe Case  
21x17x8 1/4 in. size. Six individual, removable rod hangers with curtains for covering garments. Room for accessories.  
6 V 9417 \$13.95  
Shpg. wt., 13 lbs.

(B) Women's O'Nite Case  
18, 21 or 24-inch size. Three shirred pockets in body of case, one in lid. Shpg. wt., 7, 8, 9 lbs.  
6 V 9416—State size, \$6.95

## GLADSTONES

USEFUL  
CHRISTMAS  
GIFTS



(A) Men Gladly Pay \$12.50

- Latest submarine locks.
  - English woven plaid lining.
  - Non-sag frame, metal supports. Souffler corner plates.
- Big Savings! First quality bear grain split cowhide. Three pockets, shirt fold on center divider. Post handle. Size, 24 or 26-in. Black or brown. State size, color.  
6 V 9200—Shpg. wt., 13 and 14 lbs. \$8.98

(B) Finest Cowhide Women's Bag

- Top quality, baby walrus grained.
  - Fine Molea lining. Shirred, coil wire elastic pockets on each side of divider.
  - Light weight, steel frame. Post handle.
- Like \$15 Gladstones! Size, 22x12 1/2 x 6 in. Black or brown. State color.  
6 V 9203—Shpg. wt., 10 lbs. \$11.45

(C) Women's Split Cowhide Bag

- Baby Walrus grained. Steel frame.
  - Rayon lining. Center divider, pocket.
- Bargain! Reinforced leather corners. Leather post handle. Size, 22x12 1/2 x 6 in. 1/2 in. Black or brown. State color.  
6 V 9214—Shpg. wt., 10 lbs. \$6.59

(D) Men's Bargain! Steel Frame

- Shark grained split cowhide.
  - Plaid fabric lined. Metal bottom studs.
- Worth 25% more! Shirt fold, inner pocket. Post handle. Reinforced corners. Welted seams. Size, 24x13 3/4 x 8 in. Black or dark brown. State color.  
6 V 9211—Shpg. wt., 12 lbs. \$4.98

## GENUINE LEATHER

(Split Cowhide) BRIEFCASES



• HEAVY SHARK  
GRAINED LEATHER  
WITH 3 POCKETS

• PATENTED  
EXPANSION STRAPS  
SLIDE IN OR OUT  
TO FIT CONTENTS

Shark Grained

- 4-ounce stock, split cowhide leather, shark grained, 3 pockets, talon slide fastener across top, drop style leather handle. Special design takes all strain off the slide fastener. D-type handle attached in manner that divides weight evenly. Partition leather gussets and partitions. Size, 16x11 inches. Black or dark brown. Initials in gold free. State color and print. Initials wanted.

Shipping wt., 1 lb. 14 oz.

12 V 5430...\$1.49

New Expansion Style

- Plastic straps slide in or out automatically, to fit contents of case. Sold exclusively by Mail Order by Sears. Use as envelope or brief case. Split cowhide leather walrus grained, 3 pockets, 16x12 inch kevlar gussets, fiber partitions, slide fastener across top, drop style handles. Black or brown. Initials in gold free. State color and print. Initials. Shipping weight, 2 lbs. 8 oz.

12 V 5432 ... \$1.95

12 V 5333—Like 12 V 5432 but all split leather sides, partitions and gussets. \$2.49

# NEW Director BILLFOLDS

With Features You've Never Seen Before in a Wallet of Finest Genuine Leather . . . Beautiful Gift Presentation Box . . . His Name Stamped in Gold FREE!



Director Billfold. 2-fold style. Your choice of fine Steerhide or Cowhide . . . leathers that practically never wear out! Size, closed,  $3\frac{1}{2} \times 4\frac{1}{2}$  inches. Print name plainly and state color. Shipping wt., ea. 11 oz.

(A) 18 V 2305—Black or Brown Cowhide Leather.

(B) 18 V 2300—Brown Steerhide Leather.

**\$3.39** Each

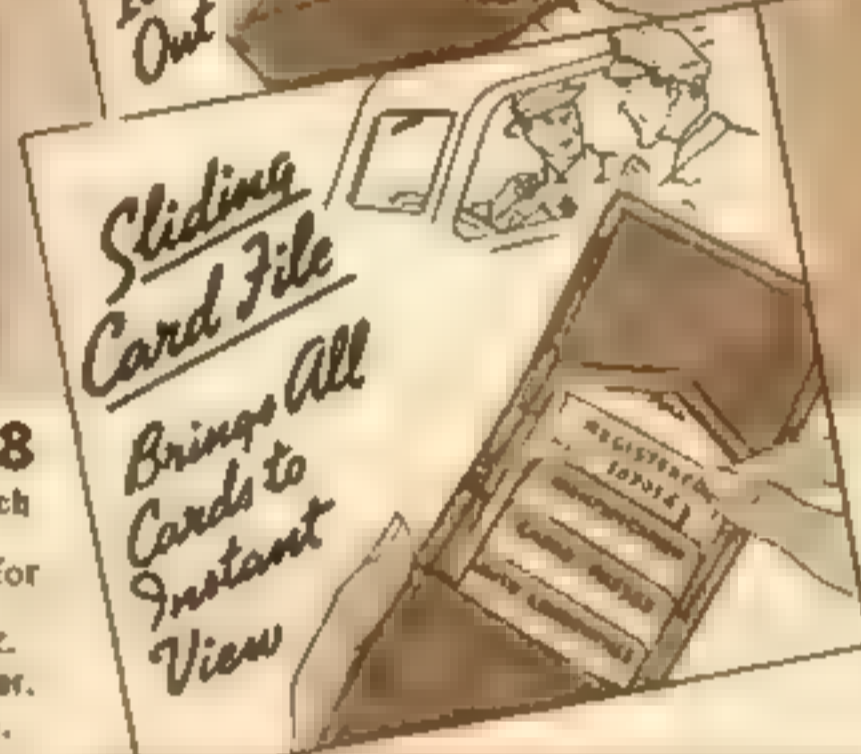
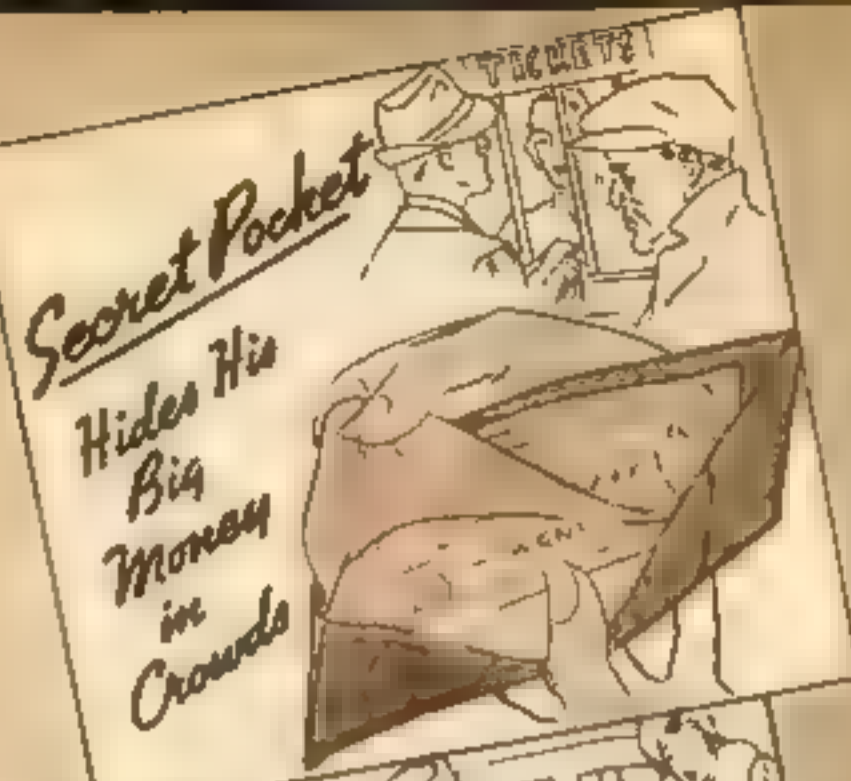
Extra High Grade Director Billfold. 2-fold style. Smooth calf leather with hand-laced leather edges or imported grained goatskin, a much prized leather, known to generations for quality. Size closed  $3\frac{1}{2} \times 4\frac{1}{2}$  in.

Print name and state color. Shpg. wt., ea., 11 oz.

(C) 18 V 2301—Brown Hand-laced Calf Leather.

(D) 18 V 2306—Black or Brown Goatskin.

**\$4.88** Each



PRINT  
PLAINLY  
NAME TO BE  
STAMPED  
IN GOLD

**TWIN ZIP WALLET AND  
ZIP KEY CASE IN  
STRONG STEERHIDE**

**\$1.98**  
SET

Genuine Steerhide—super-value! A set that will give many years of service! Three-fold wallet has Zip bill pocket! A second Zip guards coins or tickets! More protection for your money, more convenience! Wallet size, closed,  $4\frac{1}{2} \times 3$  in. Matching six-hook key case has Zip closing and fine suede leather lining. \$3.00 value! His name stamped in gold, free—adds tremendously to the pleasure of your gift.

COLOR—Brown only. Print name wanted plainly.  
18 V 2251—Set of Wallet and Key Case. **\$1.98**  
Shipping weight, 7 ounces.

18 V 2252—Wallet only. Shipping weight, 5 ounces. **1.49**



**89¢** Each

2-fold style! Steerhide or Cowhide! "Zip" pocket! Snapped Coin pocket! Card pocket! Size, closed,  $3\frac{1}{2} \times 4\frac{1}{2}$  in. Print name wanted plainly. Shpg. wt. 4 oz.

18 V 2304—Embossed Brown Steerhide.  
18 V 2307—Black Grained Cowhide.



**98¢** Each

Cowhide or Steerhide! 3-fold with "Zip" bill pocket! Social Security or card pocket! Coin pocket! Size closed,  $4\frac{1}{2} \times 3$  in. Print name wanted plainly. Shpg. wt. 4 oz.

18 V 2272—Brown Steerhide.  
18 V 2273—Black Cowhide.



**\$1.59**

3-fold style! Embossed Steerhide! Has a place for everything! Zip bill pocket! Coin pocket! Calendar extra pocket for stamps. Size, closed,  $4\frac{1}{2} \times 3$  in. Print name plainly. Shipping weight, 5 ounces.

18 V 2302—Embossed Brown only



**49¢**

Genuine leather in 3-fold style! Tremendous value! Card pocket, coin pocket, "window" pocket! Size, closed,  $4\frac{1}{2} \times 2\frac{1}{2}$  in. Print name and state color. Shpg. wt., 4 oz.

18 V 2303—Black or Brown.

FOR OTHER BILLFOLDS SEE SEARS BIG CATALOG

SEARS & PAGE 83



AND he spoke  
them to this

WHEN Je'sus  
words, he

BUT Sol'o-mon  
own house at

### Student's Bible Fits Into Pocket

Artificial leather  
Has clear self pro-  
nouncing type, 24  
colored pictures  
and 5 colored maps. Bound in  
overlapping artificial leather  
Ideal as a Christmas gift from  
Sunday school teachers to mem-  
bers of their class. King James  
Version. Low priced but com-  
plete. Size, 3 1/2 x 5 1/2 in. Ship-  
ping weight, each, 1 lb. 4 oz.

**95c**

3 V 2803  
Each **95c : 6 for \$5.58**

3 V 2802 Genuine Leather  
Each **\$1.55 : 6 for \$8.95**

### Teachers' Beautiful Bible Genuine Flexible Leather

Beauty and usefulness—  
combined in the 1450 pages  
of this ideal gift Bible for  
home study Teaching and  
class use. King James Version. Self pro-  
nouncing black face type. Complete con-  
cordance with Bible encyclopedia, ques-  
tions and answers, center references.  
Colored maps and 32 full page illustrations.  
8 in color. Words of Jesus in Red. Silk  
headbands. Marker. Red and gold edges.  
Presentation page. Size 5 1/2 x 7 1/4 inches.  
Shipping weight, 2 pounds 8 ounces.

**\$3.79**

3 V 2823 Indexed. **\$3.79**

Boxed  
Keratin... Artificial Leather Binding  
Contents and edges as above, but with  
all words in black.

3 V 2824 Indexed Boxed **\$2.98**

### STANDARD REFERENCE INDEXED BIBLE

As Easy to Use as a Dictionary  
Originally Sold for \$12.85

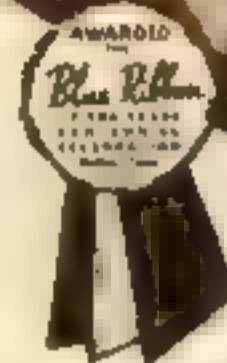
**\$5.95**

Here is an easy, quick and perfect  
access to Bible knowledge—a single  
book with condensed practical and essential information  
on the Bible equivalent to an actual religious library  
of twelve volumes. It has a simple and comprehensive  
system of indexing all facts and teachings of the Bible  
in a few condensed and well chosen words. All references  
by book, chapter, verse and page number enabling  
the reader to find the Scriptures relating to any thought  
even though the indexed word does not appear in the  
Bible text. Also gives outlines for sermons and indexes  
Biblical information of practical value on live modern  
topics. Includes concordance, maps, two color text and  
other features. 1896 orange under gold edged pages and  
bound in Black Seal Grain overlapping leather covers.  
King James Version.

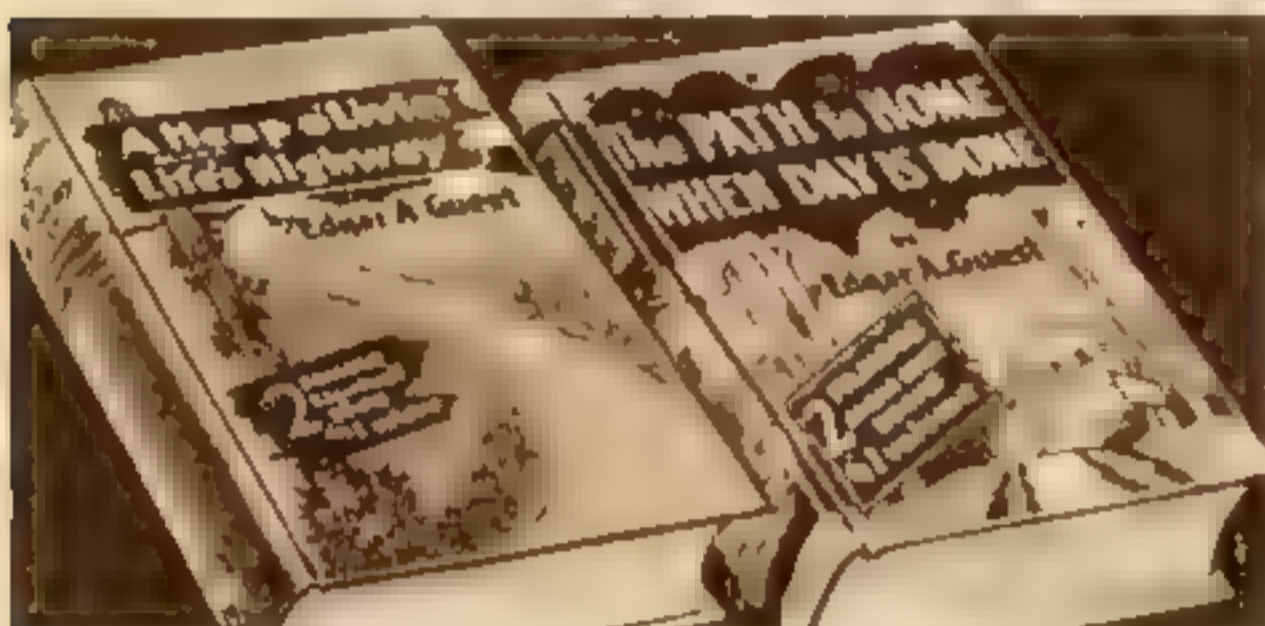
3 V 2804 Ship. wt. 3 lbs. 10 oz.

**\$5.95**

YOUR NAME STAMPED IN GOLD FREE ON ANY OF THE ABOVE BIBLES. PRINT NAME WANTED.



Received Blue  
Ribbon Award  
at Texas  
Centennial



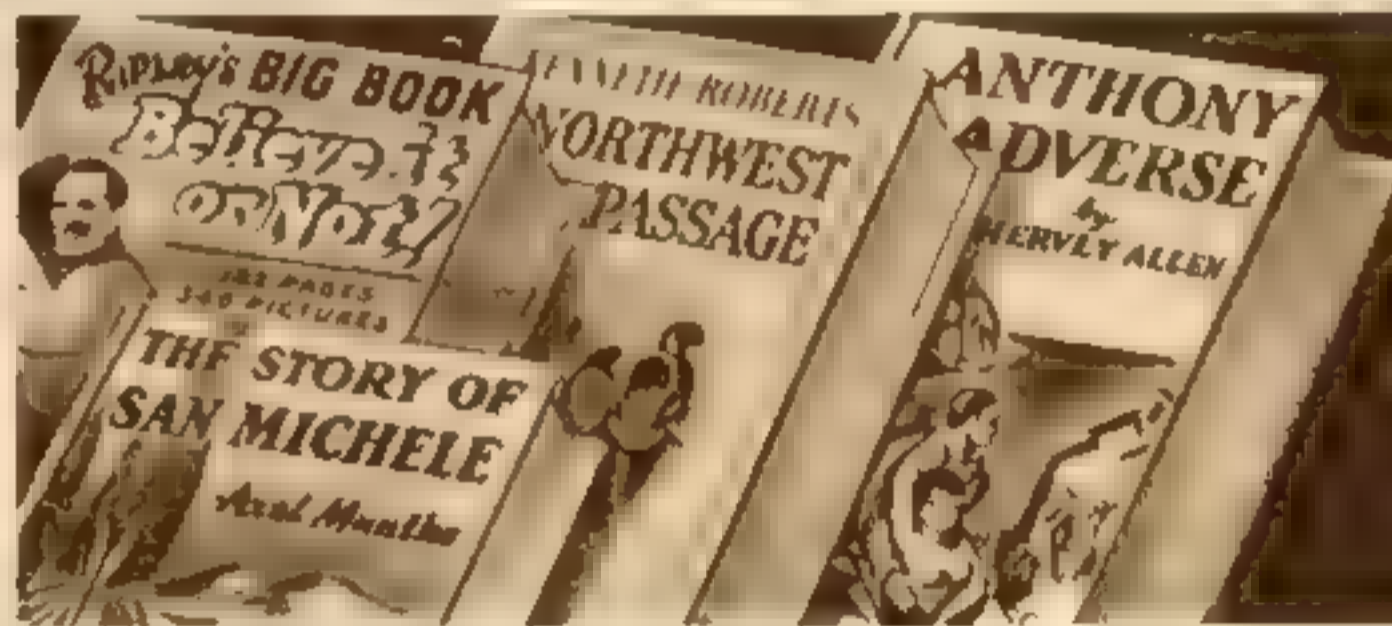
### Best Known Poems of Edgar A. Guest

Exclusive Edition! A treasure and a pure delight—so  
eloquently do these wise homely verses say for us what we  
ourselves would like to say. Only we knew how! Two com-  
plete books in EACH volume. PLUS an introductory  
message by Mr. Guest and a lovely reproduction of both  
his authorized signature and his photograph. This warm personal touch of  
the author's makes both of these inspiring volumes most welcome gifts.  
About 375 pages in each book 4 1/2 x 7 1/2 inches with gold stamped cloth  
covers, 4 color jackets and headbands. Shipping weight, each, 1 lb. 6 oz.

**\$2.50 Value  
\$1.00**

3 V 2258 - Two Books in One.  
"A Heap O' Livin'" and "Life's  
Highway." Special at. **\$1.00**

3 V 2298 - Two Books in One.  
"The Path to Home" and "When  
Day Is Done." Special at. **\$1.00**



### Nation-Wide Best Sellers

Be up to date and read the books of the day

3 V 2111 Believe It or Not—by Ripley Over 350 Illustra-  
tions Thriller Ship. wt. 2 lbs. Originally \$4.50. Now **87c**  
3 V 2013 Story of San Michele by Axel Munthe. True expe-  
rience of a famous doctor. Ship. wt. 3 lbs 4 oz. Was \$3.75 Now **\$1.39**  
3 V 2053 Anthony Adverse by Hervey Allen. A book that made  
the critics rave. 1224 pages. Ship. wt. 3 lbs. Originally \$3.00. Now **\$1.69**  
Prices of following books fixed by State Law )  
3 V 2012 Northwest Passage by Kenneth Roberts. Powerful  
fast moving story of an adventurer. Postpaid **\$2.75**  
3 V 2050 Gone With the Wind by Margaret Mitchell. A  
gripping story of the south. Postpaid **\$3.00**



### 3 Regular Full Length Novels Usually Sell at Twice This Special Holiday Price! **\$1.00**

Full length novels by well known authors. Action that  
regularly sells elsewhere for 75c each. Even Sears have never  
before sold these brightly jacketed, cloth bound books for less  
than 63c apiece. Stories include tales of fast riding, quick shoot-  
ing cowboys, ingeniously plotted detective stories, charming  
romances and adventure stories that hold your interest till the  
last page. Get a supply at these low prices.

Apache Devil	The Sheriff Rides	Scarlet Pimpernel
Storm Drift	Green Pastures	Breakfast in Bed
Valley Gold	Love's a Puzzle	Wife vs. Secretary
High Courage	Dry Gulch Adams	Diamond River Man
Stampede	Hell-Crazy Range	Come to My Wedding
The Farm	The Harvesting	Red Headed School Ma'am
Deliverance	Cold Journey	Dry Lane's Last Case

3 V 209—State titles. **39c : Any 3 for \$1.00**  
Ship. wt., ea., 1 lb. 2 oz. Ea.



### Popular Books An Always Welcome Christmas Gift **64c**

Fascinating adventure and mystery stories,  
roaring red blooded westerns, tender ap-  
passionate romances and great stories.  
Lost Wagon Train White Orchids  
Amorella Case of Stuttering  
Good Earth Bishop  
Rainbow Cottage Knight Without Armor  
Into the Sunset Fair As the Moon  
Prisoners of Zenda It's a Great World  
Dragon Murder Case Mountain Men  
Kennel Murder Case Silver Spurs  
The Strange Proposal Trail Driver  
Beauty for Ashes Border Breed  
Run of the Brush Sandy

3 V 210—State titles. **64c**  
Ship. wt., ea., 1 lb. 2 oz.

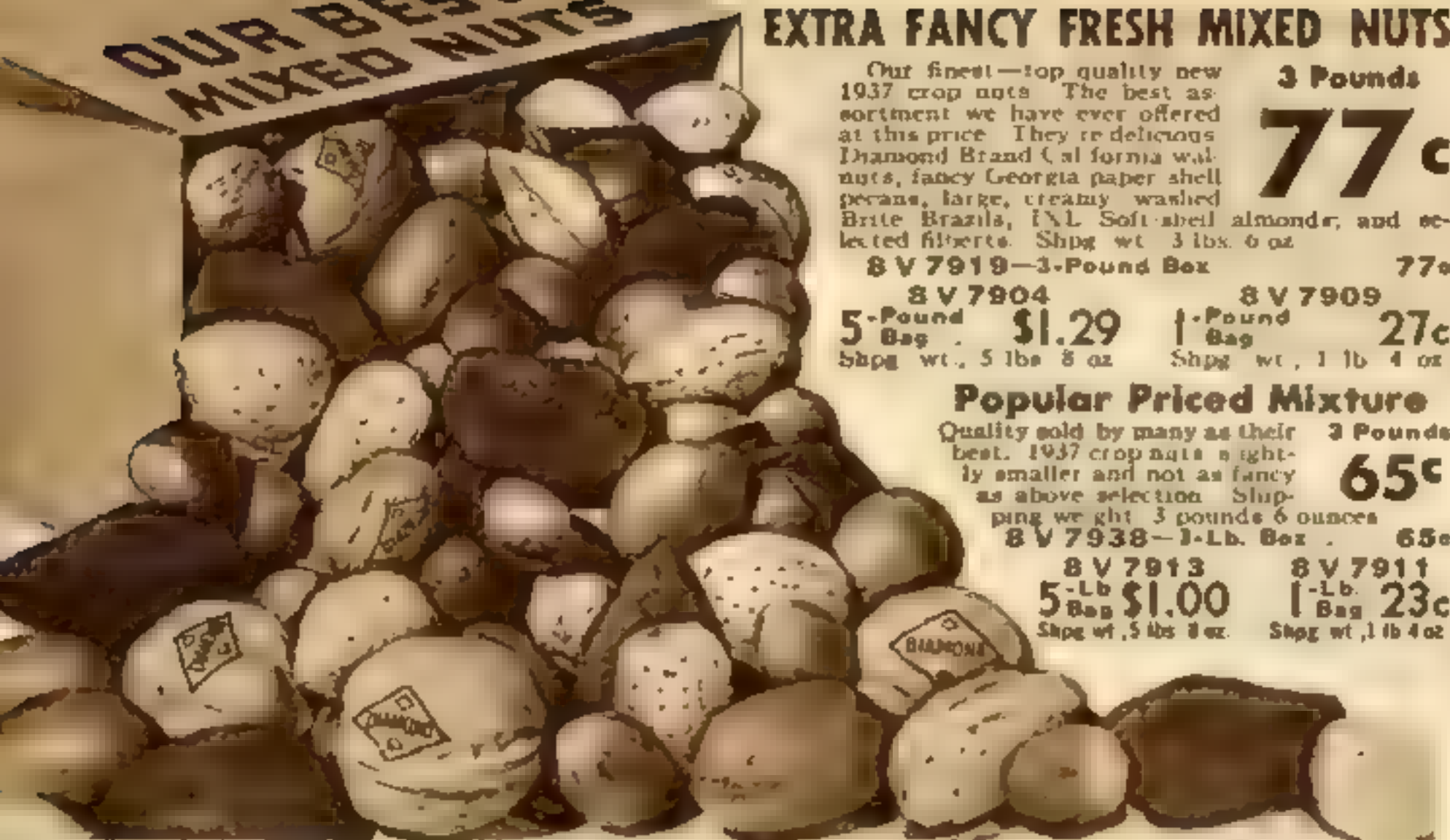


### A Treasure Chest of Memories **\$1.69**

Poems, prose and anecdotes dear  
to the hearts of millions of Ameri-  
cans. Beautifully printed de luxe  
edition, size 6 1/2 x 9 1/2, of over 900  
pages, bound in rich buff art can-  
vas, stamped in green and gold. A  
lovely Gift. Shipping weight,  
3 pounds 10 ounces.

3 V 2011 **\$1.69**

## OUR BEST MIXED NUTS



### EXTRA FANCY FRESH MIXED NUTS

Our finest—top quality new 1937 crop nuts. The best assortment we have ever offered at this price. They're delicious Diamond Brand California walnuts, fancy Georgia paper shell pecans, large, creamy washed Britz Brazils, INL Soft-shell almonds, and selected filberts. Shipg. wt. 3 lbs. 6 oz.

8 V 7919—3-Pound Box 77c  
8 V 7904 3 Pounds 77c  
5-Pound Bag \$1.29 Shipg. wt. 5 lbs. 8 oz.  
8 V 7909 1-Pound Bag 27c Shipg. wt. 1 lb. 4 oz.

### Popular Priced Mixture

Quality sold by many as their best. 1937 crop nuts a little smaller and not as fancy as above selection. Shipping weight 3 pounds 6 ounces. 8 V 7938—3-Lb. Box 65c

8 V 7913 5-Lb. Bag \$1.00 Shipg. wt. 5 lbs. 8 oz.  
8 V 7911 1-Lb. Bag 23c Shipg. wt. 1 lb. 4 oz.

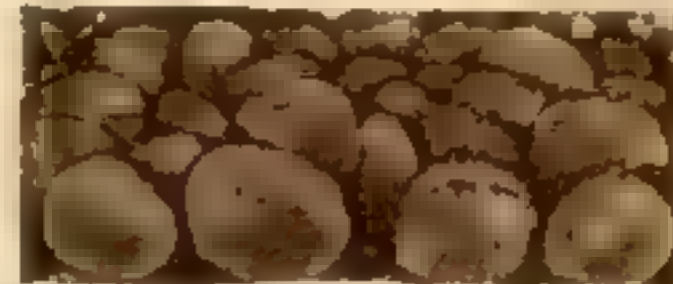
### Salted Nuts



### Mixed Salted Nuts

Fresh, crisp Brazil nuts, cashews, almonds, and pecans. No peanuts. Shipping weight, 1 pound and 6 ounces.

Extra-fancy 1-Pound Bag 69c  
Good quality 1-Pound Bag 49c  
8 V 8701 1-Pound Bag 69c  
8 V 8702 1-Pound Bag 49c



### Salted Spanish Peanuts

New crop, crisp and delicious, roasted peanuts. Shipping weight, 2 pounds 6 ounces.

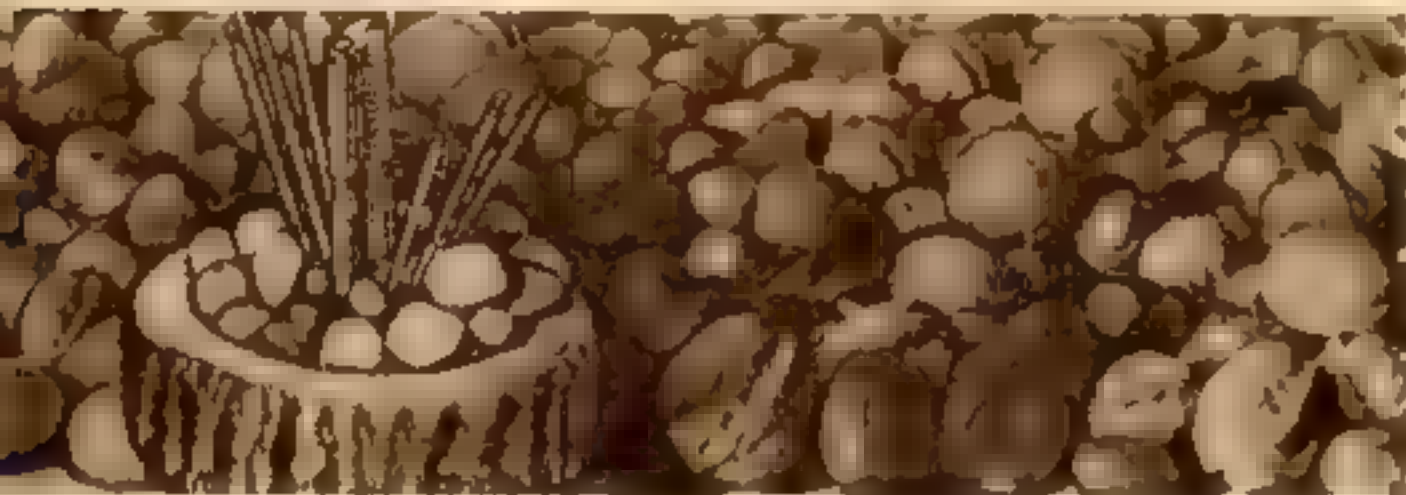
8 V 7907—2-Pound Bag 25c



### Salted Cashew Nuts

One of the most popular nuts. High quality, roasted to a light brown. They're crisp and tasty. Shipping weight, 1 lb. 6 oz.

8 V 8700 1-Pound Bag 49c



### 2 Pounds Rich, Crisp Mixed Nuts With Wood Bowl, Nut Cracker and Picks 89c

Here's a dandy gift for the whole family, and right in the spirit of Christmas, too. Two pounds of fine new 1937 crop selected mixed nuts all fresh, crisp and delicious. With rustic wood nut bowl, natural bark still on the outside and smooth varnished finish inside. The bowl is about six inches in diameter, and comes equipped with six nut picks and a strong cracker. An unusual value at our low price. Shipping weight, 3 pounds 15 ounces.

8 V 7908 2 Pounds Nuts and Nut Bowl Set

89c



### 1-Pound Rich, Crisp Mixed Nuts With Wood Bowl, Nut Cracker and Picks 95c

Natural wood bark finish outside. Inside is smooth and varnished. Complete with special forged steel nut cracker and 6 picks. Size of bowl, about 8 to 10 in. in diameter. Shipg. wt. 2 lbs. 10 oz.

8 V 9786 1-Pound Bag 95c

## NEW 1937 CROP NUTS IN THE SHELL

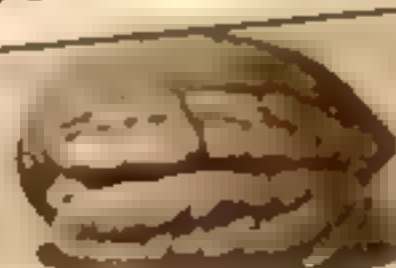


### LARGE No. 1 SIZE

### Fresh Roasted Peanuts in Shell

These are fine quality, large size Virginia peanuts carefully and scientifically roasted in their shells to bring out the fine, delicious, rich nut flavor. Note our low price. Shipg. wt. 2 lbs. 6 oz. and 5 lbs. 8 oz.

8 V 8737 2-Pound Bag 27c  
8 V 8738 5-Pound Bag 63c



### Paper Shell Stuart Georgia Pecans

Extra large, sweet nut meats, with washed thin shells. Shipping wt. 1 lb. 4 oz.

8 V 7914—1 Lb. 27c

### Georgia Cracker Pecans

Tasty, medium size. Shipg. wt. 1 lb. 4 oz.

8 V 7934—1 Lb. 19c



### Large Britz Brazil Nuts

Unusual value! Guaranteed new crop Brazil, hand picked, washed, and bleached, with large, sweet meats. Shipg. wt. 1 lb. 4 oz. and 5 lbs. 8 oz.

8 V 7906 1-Lb. Bag 27c  
8 V 7901 5-Lb. Bag \$1.29



### LARGE RICH NUT MEATS

### Soft Shell

California Walnuts. Rich, crisp, and crunchy—the very cream of the 1937 crop of California walnuts. We especially recommend Diamond Brand walnuts which are the finest obtainable.

Diamond Brand Large, extra fancy Shipg. wt. 1 lb. 4 oz. and 5 lbs. 8 oz.

8 V 7915 1-Pound Bag 26c  
8 V 7900 5-Lb. Bag \$1.19

Good Quality Medium size Shipg. wt. 2 lbs. 6 oz. and 5 lbs. 8 oz.

8 V 7902 2-Pound Bag 37c  
8 V 7903 5-Lb. Bag 89c



### Selected Filberts

Sweet and full of flavor. Fine for baking, candy-making or eating. Shipg. wt. 1 lb. 4 oz.

8 V 7905 1-Lb. Bag 23c

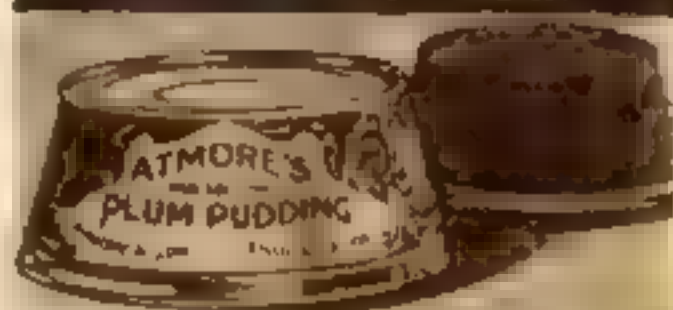


### Paper Shell Almonds

New crop INL almonds, extra fancy with shells that are easy to crack. Crisp and nutritious. Shipg. wt. 1 lb. 4 oz.

8 V 7918 1 Lb. 31c

### Christmas Puddings and Mince Meat



### Plum and Fig Puddings

Of course you want a 2 Pounds steaming plum or fig pudding with your Christmas dinner! And Atmore's puddings are nationally known for their quality—they'll grace thousands of tables on Christmas day. Nothing will delight your family more than their rich, fragrant deliciousness. Plum pudding is the traditional English Christmas dessert, and fig pudding is always very popular. Atmore's puddings taste as good as the best home made pudding you ever had. One 2-lb. can serves 10-12 people. Shipg. wt., 2 lbs. 6 oz.

2-Lb. Plum Pudding 49c

2-Lb. Fig Pudding 49c

8 V 7950 49c : 8 V 7951 49c



### Mince Meat

### Miles Standish Mince Meat

This old favorite New England mince meat recipe will give your mince pies wonderful flavor. Guests and family will enjoy every bite and hint for a second helping. A two-pound can will make two average size pies. Shipping weight, 2 lbs. 6 oz.

8 V 7952 2-Pound Can 26c

# SAY "MERRY CHRISTMAS" TO ALL YOUR FRIENDS

## 25 LOVELY FOLDERS 25c

Only a penny a piece—but they've got an expensive look! Each comes with its own envelope and further more, notice that they're folders—not just cards! An exclusive Sears assortment priced exceptionally low! Worth double Sears price. Colorful designs—many on inside as well as outside of folders. Fancy papers that usually come only on higher priced cards! Sizes from 3½x4½ to 4½x4½ in. Shipping weight, 8 ounces.

3 V 5690—25 Folders 25c  
In fancy box

## 19 SUPERB, EXTRA-RICH FOLDERS 39c

Every One a 5c Value!

Impressive double folders—the kind everyone likes to receive—they're so warm and cheery in design and sentiment! Double folders—several with gold or silver color inlays—others with shiny silk like papers and a shadowy two-tone effect background that heightens their beauty! All the familiar favorite Christmas designs—snow scenes, poinsettias, candles, holly, camels and wise men. Printed or lithographed in colors. Many have designs inside, too! Envelopes included. Sizes from 4½x4½ in. to 6½x4½ in. Shipping weight, 10 ounces.

3 V 5686—19 Folders in fancy box

## Your Name ON ATTRACTIVE CHRISTMAS CARDS

WE PRINT YOUR NAME IN APPROPRIATE TYPE ON FOLDERS SHOWN BELOW

## An Exceptional Value 50 ELEGANT 89c

These masterpieces of color, design and sentiment are printed with your name yet Sears price them unbelievably low! Ten double folders each of 5 outstanding designs: Poinsettia, Fireside scene, Candles, Outdoor scene, and Church scene. Gorgeously lithographed in 4 colors on fancy new finish paper. Each design contains a different sentiment, graciously expressed. Size, 5x4½ in. Envelopes included. Your name printed in black ink on inside page. Print name. Allow 1 day for printing. Shipping weight, 1 pound.

3 V 5762—50 Folders 89c

## 25 PERSONAL FOLDERS 95c

Winter scene in 3 colors on fancy double folder. Design on inside, too. Shiny silver foil inlay on edges. "With Best Wishes for a Merry Christmas and a Happy New Year" and your name printed in black on third page. 4x5 in. Print name, allow one day. With envelopes. Shpg. wt. 14 oz.

3 V 5763—25 Folders 95c

## 21 DE LUXE FOLDERS 59c

Agents Sell for \$1.00

Agents usually charge \$1.00 for cards of this quality—and they're worth it, too! Elaborate, gaily colored double folders brilliantly conceived—and NEW as 1938! No two designs alike. Scenes you like to see—Poinsettias, candles, holly, snow scenes, lithographed in delightful colors. Many are novelty-cut or double folders with gold or silver color inlays, some worth 25c each! Appropriate sentiments. Size 4x5 in. to 5½x4½ in. Envelopes included. Shipping weight, 12 ounces.

3 V 5685—21 Folders in fancy box 59c

## 21 COLORFUL FOLDERS 39c

Self-Seal Envelopes

A REAL Value! Usually costs 75c elsewhere! A splendid assortment printed or lithographed in rich harmonizing colors. Carols, fireplaces, coaches, candles, etc. Popular 4-fold style with inside design too. Each one has a Self-Seal envelope that eliminates bothersome molesting. Sizes range from 4½x4½ to 4½x5½ in. Shipping weight, 8 ounces.

3 V 5693—21 Folders Assorted in Fancy Box

39c

### Self-Seal Envelopes

Just fold one flap over other and press down

## It's a Better GIFT when it's Better WRAPPED

### TO WRAP AND TIE YOUR GIFTS

#### Wrapping Tissue

3 V 5566—Assortment, 39 sheets size, 20x30 in. 22 White 8 Red, 4 Green, 5 Decorated. Shpg. wt. 1 lb 4 oz. 21c  
3 V 5569—White 30x20 in. 24 Sheets. 10c  
3 V 5571—Red. 30x20 in. 20 Sheets. 10c  
Shpg. wt. above 2 items, 12 oz. each.

#### Cellophane Ribbon

For sparkling, attractive gifts! ¼ in. wide. Plain Red, Green, or Blue. State color. Shipping weight, 2 oz. 3 V 5589—90 Feet 10c  
Poinsettia Design—½ in. wide. Printed in Red and Silver or Green and Silver. State color. Shpg. wt., 2 oz. 3 V 5586—45 Feet 10c

Special Gift-Wrapping Assortments on Page 2.

### SEALS—TAGS—CARDS

## 175 Colorful Places for 19c

Here's everything! B.K. and bright! Includes 5¼-inch red poinsettia seal, 3¼-inch holly and poinsettia spray. Two 5-in. parcel post labels, plenty of "do not open" seals, cut-out cards, tags with string. Shpg. wt., 7 oz.

3 V 5558—175 Places 19c

100 cards, tags and seals (not illustrated). Shpg. wt., 3 oz. 3 V 5567—100 Places 10c



*Extra Special*  
**5** LBS. FOR \$ **1.39**

[illegible]

8V7927

**5 Pound \$1.39**

**Here it is!**

[illegible]

<b>8 V 7939</b>	<b>8 V 7941</b>	<b>8 V 7940</b>
<b>5 Pound Box \$1.98</b>	<b>2 Pound Box 95c</b>	<b>1 Pound Box 49c</b>
Shipping weight, 6 lbs.	Shpg wt., 2 lbs. 12 oz	Shpg wt., 1 lb 8 oz

8 V 7939  
5 Pound Box \$1.98

2 8V7941 Found Box 95c

1 **BV 7940**  
 Pound **49c**  
 Box



A two pound box of  
new arrival...  
combined... will prove a  
real treat... as all are  
very tasty...  
...the price at  
... rates  
will be 2 oz.  
of extra...  
mixed...  
... 5 lb.  
... 7 lb. 12 oz.

**BV 7920**

**2-Pound Box .98c**

## De Luxe Chocolate Coated Cherries

Every day a good  
 friend is a treasure  
 that no one can take  
 away from you.

8 V 7942 37c  
1-Pound Bag

**Bargain Cherries**  
Good quality priced low  
**8 V 7929 24c**  
1-Pound Box ..  
Shpg wts., 1 lb 8 oz each

## Bargain in Quality Chocolates

A good secret to watch  
an actor's face is to watch  
the mouth. For the mouth  
is the only part of the face  
that is not covered with skin.  
It is the only part of the face  
that is not covered with skin.  
It is the only part of the face  
that is not covered with skin.  
It is the only part of the face  
that is not covered with skin.  
It is the only part of the face  
that is not covered with skin.

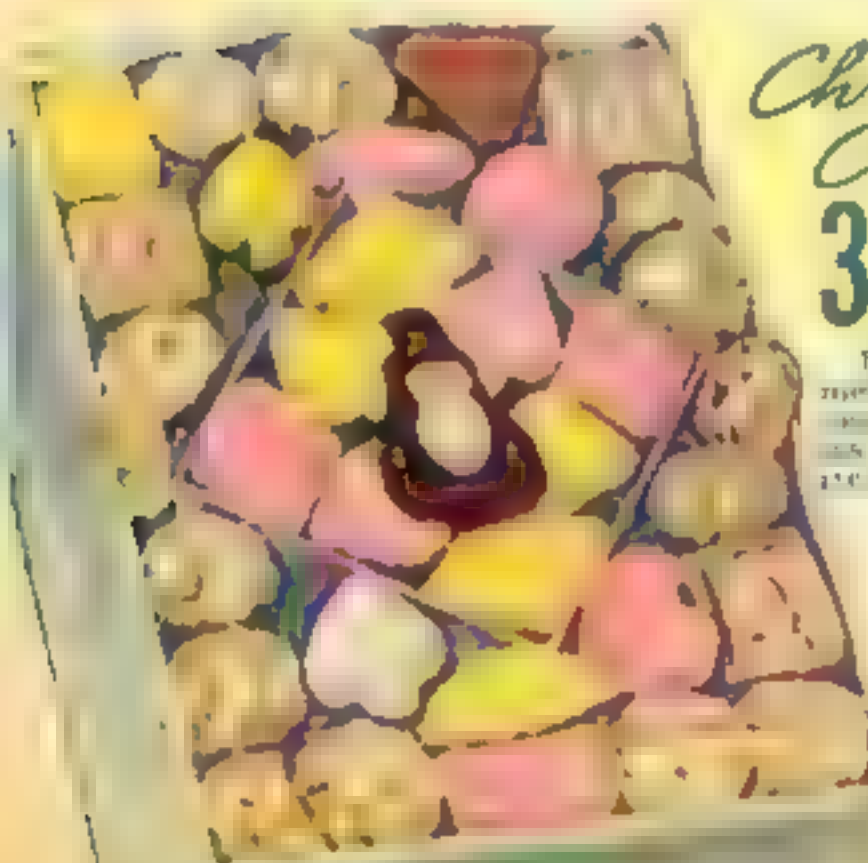
8V 7925 2 <sup>Lb</sup> 44c  
8V 7933 1 <sup>Lb</sup> 23c



**Crammed With Goodies  
for the Youngsters!**

[illegible]

8 V 7943 Complete 39c



*Christmas Cookies*  
3 LBS. \$1.00  
FOR

The 2nd 4th 6th 8th 10th 12th 14th 16th 18th 20th 22nd 24th 26th 28th 30th 32nd 34th 36th 38th 40th 42nd 44th 46th 48th 50th 52nd 54th 56th 58th 60th 62nd 64th 66th 68th 70th 72nd 74th 76th 78th 80th 82nd 84th 86th 88th 90th 92nd 94th 96th 98th 100th 102nd 104th 106th 108th 110th 112th 114th 116th 118th 120th 122nd 124th 126th 128th 130th 132nd 134th 136th 138th 140th 142nd 144th 146th 148th 150th 152nd 154th 156th 158th 160th 162nd 164th 166th 168th 170th 172nd 174th 176th 178th 180th 182nd 184th 186th 188th 190th 192nd 194th 196th 198th 200th 202nd 204th 206th 208th 210th 212th 214th 216th 218th 220th 222nd 224th 226th 228th 230th 232nd 234th 236th 238th 240th 242nd 244th 246th 248th 250th 252nd 254th 256th 258th 260th 262nd 264th 266th 268th 270th 272nd 274th 276th 278th 280th 282nd 284th 286th 288th 290th 292nd 294th 296th 298th 300th 302nd 304th 306th 308th 310th 312th 314th 316th 318th 320th 322nd 324th 326th 328th 330th 332nd 334th 336th 338th 340th 342nd 344th 346th 348th 350th 352nd 354th 356th 358th 360th 362nd 364th 366th 368th 370th 372nd 374th 376th 378th 380th 382nd 384th 386th 388th 390th 392nd 394th 396th 398th 400th 402nd 404th 406th 408th 410th 412th 414th 416th 418th 420th 422nd 424th 426th 428th 430th 432nd 434th 436th 438th 440th 442nd 444th 446th 448th 450th 452nd 454th 456th 458th 460th 462nd 464th 466th 468th 470th 472nd 474th 476th 478th 480th 482nd 484th 486th 488th 490th 492nd 494th 496th 498th 500th 502nd 504th 506th 508th 510th 512th 514th 516th 518th 520th 522nd 524th 526th 528th 530th 532nd 534th 536th 538th 540th 542nd 544th 546th 548th 550th 552nd 554th 556th 558th 560th 562nd 564th 566th 568th 570th 572nd 574th 576th 578th 580th 582nd 584th 586th 588th 590th 592nd 594th 596th 598th 600th 602nd 604th 606th 608th 610th 612th 614th 616th 618th 620th 622nd 624th 626th 628th 630th 632nd 634th 636th 638th 640th 642nd 644th 646th 648th 650th 652nd 654th 656th 658th 660th 662nd 664th 666th 668th 670th 672nd 674th 676th 678th 680th 682nd 684th 686th 688th 690th 692nd 694th 696th 698th 700th 702nd 704th 706th 708th 710th 712th 714th 716th 718th 720th 722nd 724th 726th 728th 730th 732nd 734th 736th 738th 740th 742nd 744th 746th 748th 750th 752nd 754th 756th 758th 760th 762nd 764th 766th 768th 770th 772nd 774th 776th 778th 780th 782nd 784th 786th 788th 790th 792nd 794th 796th 798th 800th 802nd 804th 806th 808th 810th 812th 814th 816th 818th 820th 822nd 824th 826th 828th 830th 832nd 834th 836th 838th 840th 842nd 844th 846th 848th 850th 852nd 854th 856th 858th 860th 862nd 864th 866th 868th 870th 872nd 874th 876th 878th 880th 882nd 884th 886th 888th 890th 892nd 894th 896th 898th 900th 902nd 904th 906th 908th 910th 912th 914th 916th 918th 920th 922nd 924th 926th 928th 930th 932nd 934th 936th 938th 940th 942nd 944th 946th 948th 950th 952nd 954th 956th 958th 960th 962nd 964th 966th 968th 970th 972nd 974th 976th 978th 980th 982nd 984th 986th 988th 990th 992nd 994th 996th 998th 1000th 1002nd 1004th 1006th 1008th 1010th 1012th 1014th 1016th 1018th 1020th 1022nd 1024th 1026th 1028th 1030th 1032nd 1034th 1036th 1038th 1040th 1042nd 1044th 1046th 1048th 1050th 1052nd 1054th 1056th 1058th 1060th 1062nd 1064th 1066th 1068th 1070th 1072nd 1074th 1076th 1078th 1080th 1082nd 1084th 1086th 1088th 1090th 1092nd 1094th 1096th 1098th 1100th 1102nd 1104th 1106th 1108th 1110th 1112th 1114th 1116th 1118th 1120th 1122nd 1124th 1126th 1128th 1130th 1132nd 1134th 1136th 1138th 1140th 1142nd 1144th 1146th 1148th 1150th 1152nd 1154th 1156th 1158th 1160th 1162nd 1164th 1166th 1168th 1170th 1172nd 1174th 1176th 1178th 1180th 1182nd 1184th 1186th 1188th 1190th 1192nd 1194th 1196th 1198th 1200th 1202nd 1204th 1206th 1208th 1210th 1212th 1214th 1216th 1218th 1220th 1222nd 1224th 1226th 1228th 1230th 1232nd 1234th 1236th 1238th 1240th 1242nd 1244th 1246th 1248th 1250th 1252nd 1254th 1256th 1258th 1260th 1262nd 1264th 1266th 1268th 1270th 1272nd 1274th 1276th 1278th 1280th 1282nd 1284th 1286th 1288th 1290th 1292nd 1294th 1296th 1298th 1300th 1302nd 1304th 1306th 1308th 1310th 1312th 1314th 1316th 1318th 1320th 1322nd 1324th 1326th 1328th 1330th 1332nd 1334th 1336th 1338th 1340th 1342nd 1344th 1346th 1348th 1350th 1352nd 1354th 1356th 1358th 1360th 1362nd 1364th 1366th 1368th 1370th 1372nd 1374th 1376th 1378th 1380th 1382nd 1384th 1386th 1388th 1390th 1392nd 1394th 1396th 1398th 1400th 1402nd 1404th 1406th 1408th 1410th 1412th 1414th 1416th 1418th 1420th 1422nd 1424th 1426th 1428th 1430th 1432nd 1434th 1436th 1438th 1440th 1442nd 1444th 1446th 1448th 1450th 1452nd 1454th 1456th 1458th 1460th 1462nd 1464th 1466th 1468th 1470th 1472nd 1474th 1476th 1478th 1480th 1482nd 1484th 1486th 1488th 1490th 1492nd 1494th 1496th 1498th 1500th 1502nd 1504th 1506th 1508th 1510th 1512th 1514th 1516th 1518th 1520th 1522nd 1524th 1526th 1528th 1530th 1532nd 1534th 1536th 1538th 1540th 1542nd 1544th 1546th 1548

**SV 7949**  
Shpg wt., \$1.00  
3 (61 17 oz)



## Delicious Candied and Stuffed Fruits

2 pounds 8 ounces

8V8226 2 Pound Box 98c

[illegible]

BV 7947 2 Pound Box for 79c

# A Merry Christmas to Everyone!

## 10 POUNDS TASTY ASSORTED HOLIDAY CANDIES

### PACKED IN 10-QUART GALVANIZED PAILS

Every one will find his favorite in Sears Christmas candy pail assortments. We especially recommend the De Luxe candy pail for schools, churches, lodges and Christmas parties. The FREE 20 empty Christmas boxes provide attractive packages for convenient distribution.

**ECONOMY QUALITY** \$1.49  
Without Boxes 10 Lbs.

A good assortment of holiday candies at a bargain price. Pail contains one section each of hard candy, French creams, peanut brittle, chocolate drops and gum drops. A pure wholesome assortment. Not illustrated. Shpg. wt., 15 lbs.

8 V 7959  
10 Lbs. Candy and Pail \$1.49

**DE LUXE QUALITY** \$1.79  
With 20 Christmas Boxes 10 Lbs.

Extra fine quality candy! Delicious as can be—golden brown peanut brittle, a tasty mixture of hard and filled candy in many flavors, of fashioned chocolate drops and fruit-flavored gum drops. 20 half-pound size Christmas boxes included FREE. Shipping weight, 16 pounds.

8 V 7960  
10 Lbs. Candy—Pail \$1.79



### CANDY Tree Ornaments



60 PIECES FOR 55c

Here's Something Brand New!

Colorful marshmallow candy tree ornaments—and they're just as good to eat as they are attractive. They are sure to make a hit with everyone, especially the kiddies. Just hang them on the tree by their little paper loops and watch the children's eyes light up. Assortment consists of red, yellow and green Christmas bells and stars, and pink and white Santas. 60 pieces, 22 stars, and 18 Santas in a box. Shpg. wt., 3 lbs. 8 oz. 8 V 7932—Sixty Pieces.. 55c



**De Luxe All Filled Hard Candy**  
Our finest quality. Thin, crispy sugar shells in assorted flavors, colors and designs. Every piece filled with delicious jams, nut butters or creams.  
1-lb. bag. 8 V 7962 19c  
Shpg. wt., 1 lb. 4 oz.  
3-lb. bag. 8 V 7963 49c  
Shpg. wt., 3 lbs. 8 oz.

**Filled and Solid Holiday Candy**  
A good quality and delicious mixture. Many flavors and colors.  
2-lb. bag. 8 V 7926 28c  
Shpg. wt., 2 lbs. 4 oz.  
5-lb. bag. 8 V 7930 65c  
Shpg. wt., 5 lbs. 8 oz.



**Holiday All Hard Candy**  
Fruit flavored, fresh and wholesome.  
3-lb. bag. 8 V 7921 39c  
Shpg. wt., 3 lbs. 6 oz.  
5-lb. bag. 8 V 7922 59c  
Shpg. wt., 5 lbs. 8 oz.

### Christmas Stocking

Chock Full of Candy, Nuts, Toys 49c

**A Thrill for the Kiddies!**  
What child wouldn't be overjoyed with a Christmas stocking like this! Toys, candy, nuts, novelties,—everything any child could wish for in a big Christmas stocking, full to overflowing! Just think, a toy lantern filled with candy, toy bank with key, chocolate Santa wrapped in bright colored foil, chocolate money wrapped in gold color foil and packed in gold color mesh bag. All of this plus plenty of candy and nuts make this stocking one of the most delightful gifts for a child. Order several and hear the children's joyful shouts when they find them on Christmas morn. Stocking unpacked and included with "Fixins" to insure your receiving them in first class condition. Shpg. wt., 2 lbs. 4 oz. 8 V 7931—All for only 49c



**Buttercreams for Christmas!**  
Surprise the kiddies! Include some of these pure wholesome buttercreams in their Christmas stockings. They will be delighted with the many different shapes, such as Santa Claus, Christmas trees, autos, jack-in-the-box, dolls, etc. All in a large variety of tasty flavors and pleasing colors. Makes it a real festive day for the youngsters. Shipping weights, 1 lb. 5 oz. and 2 lbs. 10 oz.  
1 Lb. Bag 8 V 7910 19c  
2 Lb. Box 8 V 7917 37c



**Empty Christmas Boxes!**  
Gay-colored one-half-pound size folding boxes with tape handles. Simply fill them with delicious candy from any of our assortments. Just the thing for churches, lodges, schools or for hanging on Christmas trees. Shpg. wts., 12, 8 oz.; 50, 2 lbs. 4 oz.; 100, 3 lbs. 11 oz.  
50 Boxes 8 V 8623 12c  
For 10c  
100 Boxes 8 V 8625 37c  
8 V 8624 67c

### Two Gifts in One

5 LBS. CANDY \$1.59  
In 4-Quart Aluminum Kettle

You can't imagine such a delicious colorful assortment of hard candy in so many flavors, and brilliant colors! Raspberries, cut rock, pillows etc. all packed in a quality 4-quart polished aluminum kettle with "clamp-on" strainer style cover that has many uses when the last piece is eaten. Be sure you have plenty of candy for Christmas. Shpg. wt., 7 lbs.

8 V 8101—5 lbs. Candy and Kettle \$1.59





**SUPERFINE**  
Our Finest Quality  
**5 POUNDS**  
FOR \$2.98

**FINE QUALITY**  
**5 POUNDS**  
FOR \$1.98

**GOOD QUALITY**  
**5 POUNDS**  
FOR \$1.00

## Top Off Your Holiday Dinner with *Fruit Cake*

Fruit cake for dessert! Why, it's as much a part of Christmas as the big green Christmas tree itself. So of course you want as fine a cake as you can possibly have. But why spend the whole holiday season in the kitchen? Let Sears furnish the big, luscious cake, full of fruits and nuts. We use only the finest ingredients, and our cakes actually cost you less than those you'd make yourself. They make ideal gifts.

**5 Pounds of Superfine Fruit Cake** **\$2.98**  
**Easily Worth \$5.00**

Packed in Beautiful Decorated Metal Gift Box

This old-fashioned fruit cake is baked from a treasured old English recipe combining specially selected fruits including whole red cherries, candied pineapple, lemon and orange peel, citron and crisp pecan halves, blended in a real fruit cake dough to produce a delicacy second to none. You will find these cakes as moist and flavorful as though aged for months. Contain more fruit and nuts than a well-known cake selling for \$5.00.

8 V 7946—Shipping weight, 6 lbs. 10 oz. . . . . **5 Pounds \$2.98**

**5 Pounds Fine Quality Fruit Cake** **\$1.98**  
**At Least a \$3.50 Value**

Packed in Beautiful Decorated Metal Gift Box

Moist, rich and delicious. A quality fruit cake full of crisp pecans, pineapple, citron, cherries, and other candied fruits. You'll use the metal gift box long after the last slice is gone. Shpg. wts., 6 lbs. 10 oz.; 3 lbs. 4 oz.

8 V 7945.. **5 Pounds for \$1.98**      8 V 7944.. **2 Pounds for 89c**

**5 Pounds Mellow Fruit Cake** **\$1.00**  
**Made from a New Home Recipe**  
Each Cake in Gleaming Cellophane

A tasty fruit cake at a low price. Not a spice cake, but real fruit cake with nuts and candied fruits. Shpg. wts., 5 lbs. 14 oz.; 2 lbs. 8 oz.; 1 lb. 5 oz.

**5 Pounds \$1.00**      **2 Pounds 49c**      **1 Pound 29c**

## Delicious Chocolates—In Gift Box

**5 Pounds Good Quality Assorted Chocolates** **89c**  
**Less Than 18c Per Pound**

What a bargain! You wouldn't believe such tasty chocolates could be sold at so low a price! But here they are, so make it a real Merry Christmas this year, and let this big bargain in chocolates help you celebrate. You know they're wholesome, for only the finest ingredients are used in these chocolates. They're fresh, too—as fresh as if you made them yourself in your own kitchen. They'll please every taste, for here is a wide variety of fillings—chewy caramels, tasty nougats, crisp nut clusters, luscious fruit creams in several flavors. All coated in velvety smooth dark vanilla chocolate and light sweet chocolate. The amazing low price has affected neither the variety nor the quality; you'll be proud to offer this candy to your guests. Packed in gay Christmas box. Shipping weight, 6 pounds.

8 V 7924.. **5 Pound Box 89c**



SEARS, ROEBUCK and CO.

DEAR SANTA  
PLEASE SEND  
ME TWO SLIP  
AND BYE  
RIM

November 1937

Dear Little Friend:

Well, well — how are you this year? I'm feeling just fine because I've heard some wonderful news. And here it is:

Sears have promised to help me with my Christmas letters again this year. So you can write to me right here at Christmas Headquarters (that's Sears, of course). Soon as your letter reaches me, I'll send you my own special Christmas Greeting Card which I made up for my very best friends.

But first here's what you want to do:

Just get down the big Sears-Roebuck Catalog and look it over page by page. Look through this Christmas book too. And every time you see something you really want for Christmas, take your pencil and draw a line slap-dab around it.

Then — write down the things you want the very most on the blank lines on the other side of this sheet. Tear it off on the dotted line and give it to daddy or mother to send to me.

And — next time mother or daddy sends an order to Sears, you just put the slip with your name and address right in the same envelope — and then I'll be sure to send you your Christmas card right away.

Lovingly,

*Santa Claus*

Dear Santa Claus:

I would like to have you send me your special Christmas Greeting Card.

My name is \_\_\_\_\_

I am \_\_\_\_\_ years old and my address is \_\_\_\_\_

I'm trying to be very good and help daddy and mother because I know you like good children.

From Your Little Friend,

(signed) \_\_\_\_\_

-----

If you have not already done so, be sure to look through the Big Sears Catalog and the Christmas Book. Then write down the things you want the very most in the space below and tear off on the dotted line. You can then show your list to daddy or mother and I know they'll be glad to see that it gets to me.

*Santa Claus*